

MAXIMIZE
MAXIMIZE
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MAXIMIZE

MAXIMIZE
THAILAND



FROM POTENTIAL

TO EXPONENTIAL



THAILAND



MaxiMICE THAILAND

FROM POTENTIAL TO EXPONENTIAL

Discover your full
MICE potential in Thailand

where world-class infrastructure and seamless connectivity bring people, ideas, and industries together with ease. Shaped by creativity, innovation, and human-centered experiences, Thailand transforms your event into exponential business outcomes, delivering lasting value and unparalleled success.



MaxiMICE
Your Convenience

Enjoy a seamless experience with Thailand's strong regional and global connectivity, its strategic position as a gateway to ASEAN, and a diverse range of destinations and venues. Supported by an integrated MICE ecosystem and future-ready digital capabilities, every step of your journey from arrival to completion – is thoughtfully designed to MaxiMICE the success of your event.



MaxiMICE
Your Experience

Immerse yourself in authentic, engaging experiences where every moment becomes an opportunity for meaningful connection. Inspired by Thailand's rich culture heritage, creative excellence and human-centered innovations, tap into our MICE expertise, digital talent, and authentic local communities to create lasting memories elevated with a distinctive Thai touch.



MaxiMICE
Your Impact

Deliver measurable business and trade outcomes while creating long-term value through connections with high-growth industries, local communities and emerging opportunities. Powered by intelligence and sustainable innovation, each event generates exponential impact and positions your business for accelerated growth.

MaxiMICE

Your Meetings & Incentive Travels

Elevate your meetings and incentive journeys beyond the ordinary. Distinguished as ASEAN's top MICE destination and the proud winner of Asia's No.1 Meetings Destination* (M&C Asia Stella Awards 2025), Thailand presents a diverse array of destinations, MICE expertise, seamless connectivity, and venues certified by the 🇹🇭 Thailand MICE Venue Standards (TMVS) and 🇸🇪 ASEAN MICE Venue Standard (AMVS). These certifications assure international event organizers of venue quality, service readiness, and professional event delivery.



Through the **Meet Well in Thailand** campaign, TCEB stands ready to transform every meeting into a more holistic and meaningful journey. The campaign offers curated wellness experiences, seamless destination pairings, purposeful travel, community engagement, and authentic Thai hospitality before, during, and after your event.



With TCEB's support, you can also MaxiMICE your event impact through our financial and non-financial incentives, priority airport services, transport partnerships, certified venues, cultural experiences, and strong local connections. Choose Thailand and turn your meeting or incentive trip into a meaningful journey that connects people, purpose, and lasting value.

For more information,
please email: mi@tec.b.or.th





MaxiMICE

Your Conventions

Host your convention in Thailand, where potential becomes exponential impact. Supported by world-class infrastructure, seamless global and regional connectivity, and a thriving business ecosystem, Thailand enables you to achieve more than just successful execution. As one of Asia's leading convention destinations, Thailand delivers scale, credibility, and a collaborative spirit that resonate with global experts, industries, and decision-makers. Anchored by Bangkok's consistent ranking among the world's top convention cities, destinations across Thailand enrich every convention with innovation, meaningful connections, and experiences that maximize long-term value.

Through the **Convene Plus** support scheme, TCEB is your trusted partner at every stage of your convention journey, from crafting a compelling, competitive bid and maximizing promotional efforts to delivering a seamless event in Thailand. With strategic guidance, extensive local networks, destination expertise, and tailored support, we empower you to transform your vision into lasting impact through flawless execution and inspiring delegate experiences.

Thailand also enables your convention MaxiMICE its impact beyond the meeting room. Through our **Road to Net Zero Carbon** campaign, events can advance toward carbon neutrality through self-declaration or third-party verification, and become more responsible and future-ready. Meanwhile, our **First Time Ever!** campaign supports new conferences in Thailand while encouraging expansion beyond Bangkok – creating opportunities for you to revitalize your convention with fresh destinations, deeper local engagement, and lasting economic and social impacts.



For more information,
please email: c@tceb.or.th





MaxiMICE

Your Exhibitions

Thailand is ASEAN's undisputed leader in exhibitions. Ranked No.1 in ASEAN for total international exhibition net space sold, it has the scale and capability to host the world's most prestigious international exhibitions. Bangkok alone offers more than 300,000 sqm of exhibition space.

A key advantage for exhibition organizers is Thailand's remarkable alignment of interest between Thailand's exhibition ecosystem and its high-value growth industries, such as food and agribusiness, digital and AI technologies, advanced manufacturing, and green economy.

Complementing these strengths are Thailand's state-of-the-art exhibition infrastructure, adherence to global sustainability standards, and professional expertise.



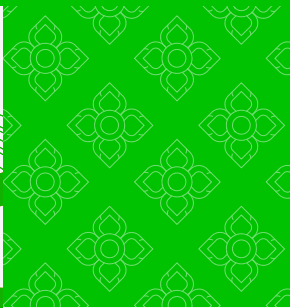
These advantages are further reinforced by Thailand's strategic location at the heart of Southeast Asia. Getting there is easy, and getting around the country is no different. International exhibitors and delegates will benefit from seamless on-the-ground connectivity via Bangkok's BTS Skytrain and MRT Subway, as well as the country's advanced logistics networks.

By leveraging Thailand's unbeatable value proposition and its business-friendly environment, exhibition organizers and delegates alike can MaxiMICE the return on their investment and participation.



For more information,
please email: exhibitions@tceb.or.th





MaxiMICE

Your Mega Events & World Festivals

Established as an international connectivity hub, Thailand offers seamless accessibility, strong regional and global links, and compelling incentive frameworks, enabling large-scale events to engage wider audiences and unlock greater business potential.

With future-ready infrastructure, versatile venues, strong government support, and a well-integrated public-private MICE ecosystem, Thailand is fully equipped to host large-scale global events with confidence. From strategic planning to successful delivery, your event is executed with efficiency and maximum impact, supported by a professional MICE network, advanced logistics, digital capabilities, and a premier base of suppliers and service providers.

Beyond scale and connectivity, Thailand helps you MaxiMICE every aspect of your mega events and world festivals through authentic culture, creative flair, gracious hospitality, and community-driven value creation. Bring your vision to Thailand and make it more than a gathering – transform it into a defining moment: A blockbuster showcase that delivers lasting social and economic value.

For more information,
please email: mgp@tceb.or.th



Upcoming Event



14 – 17
Sep
2026

Gastech
2026

📍 Bangkok



1 – 14
Nov 2026 – Mar
2027

UDON THANI
International
Horticultural
Expo 2026

📍 Udon Thani



11 – 13
Dec
2026

TOMORROWLAND

📍 Pattaya



22 – 24
Sep
2026

IT&CM Asia
2026

📍 Bangkok



2 – 4
Nov
2026

World Rhinology
Congress
2026

📍 Bangkok



12 – 13
Dec
2026

Spartan Super
World
Championship
2026 – 2028

📍 Chiang Rai



12 – 18
Oct
2026

Annual Meetings of
the International
Monetary Fund and
the World Bank Group

📍 Bangkok



3 – 7
Nov
2026

The 31st Congress of
the Federation of
Asian Pharmaceutical
Association

📍 Bangkok



10 – 12
Mar
2027

VIV Asia
2027

📍 Bangkok



26 – 30
Oct
2026

World Congress
on Pain
2026

📍 Bangkok



10 – 13
Nov
2026

Global Wellness
Summit
2026

📍 Phuket



9 – 10
Jun
2027

IBTM Asia
Pacific
2027

📍 Bangkok



29 – 1
Oct Nov
2026

InterPride World
Conference
2026

📍 Phuket



15 – 14
Nov Dec
2026

Amway
Series

📍 Bangkok, Phuket



9 – 12
Jun
2027

ProPak Asia
2027

📍 Bangkok



31 – 4
Oct Nov
2026

The 50th Annual
Interferry Conference
2026

📍 Bangkok



18 – 21
Nov
2026

Metalex
2026

📍 Bangkok

