

MESSAGE FROM
**CHAIRMAN OF
BUSINESS OF CREATIVE
AND EVENT MANAGEMENT
ASSOCIATION (EMA)**



In addition to the trend of event business in 2017, it seems to be promising which makes believe that private entrepreneurs will start to come back to arrange more marketing activities to stimulate circulation particularly in the group of entertainment business such as concerts and performance shows, which mostly are the ones that have been postponing to arrange between March - April 2017.

Besides, the growth trend of Thai event business will play bigger important role in CLMV market (Cambodia, Lao, Myanmar and Vietnam), and in the same time, Thai brands have much potential to expand their business oversea, which require much more marketing activity arrangements deriving the event to grow in overall as well.

Therefore, event business entrepreneurs will probably face higher competition this year both from domestic and international event companies especially Singapore that will start to expand its business even more. Therefore, Thai event organizers should pay much attention to the quality and service providing, and in the same time, they need to have effective cost management as well.

While MICE industry has its fair share of challenges, with the strong support from TCEB, we are confident that the industry will move forward with renewed vigor to become the premier exhibition destination for ASEAN and the world.

On behalf of Business of Creative and Event Management Association, it is our pleasure to be a part of Thailand Convention and Exhibition Directory, the most comprehensive resource on Thai MICE Industries.

A stylized, handwritten signature in black ink, appearing to read 'S. Kunawong'.

Mr. Sermkhun Kunawong
Chairman

Business of Creative and Event Management Association