

MESSAGE FROM  
**PRESIDENT OF  
THAI EXHIBITION  
ASSOCIATION  
(TEA)**



Thailand's exhibition industry has continual growth each year due to the strength of the key industry players who mostly are our members. Effective collaboration among our members and government sectors would enhance more opportunities for Thailand to be the hub of exhibitions both regionally and globally. Thai Exhibition Association (TEA) works closely with Thailand Convention and Exhibition Bureau (TCEB) and gains various supports to make our industry competitive and finally become the best destination to the global market.

Thai Exhibition Association's vision is to develop trade shows and exhibitions in Thailand towards stability and sustainability in 2020. One of our strategic objectives is industry database and statistics development, in other words - Business Intelligence. Today, data access and accuracy become the key success factors of any business. Government's policy in Thailand 4.0 has reinforced all sectors to be more creative and innovative by applying technology to products and services. Not only the infrastructure that must be developed, but also the business intelligence such as database as well. This could not be done without collaboration from all stakeholders who provide information and support to our industry.

On behalf of Thai Exhibition Association (TEA), I would like to take this opportunity to thank Green World Publications and Marshall Cavendish Business Information for the great effort to promote Thai Exhibition Industry by publishing Thailand Convention and Exhibition Directory and make it available to the international MICE industry.

A handwritten signature in black ink, appearing to read 'T. Theng (for)'. The signature is fluid and cursive.

**Mr. Talun Theng**  
President  
Thai Exhibition Association