Digitalization to Accelerate Disruption

Submitted by: Thailand Convention and Exhibition Bureau
Digitization to Accelerate Disruption

“New-Normal Model of Trade Promotion in the Post Pandemic Era”

By Mac Asadachatrekul
The Thailand Convention and Exhibition Bureau
Established by Royal Decree in 2002, the government agency is tasked with promoting and developing the business tourism sector in Thailand. Since 2004, TCEB has successfully established the economy as Asia’s largest business events hub, by providing amenable service support for MICE programs.
Mac Asadachatreekul
MICE Intelligence & Innovation

Thailand Convention & Exhibition Bureau (Public Organization)
THAILAND 4.0 (PEOPLE+SPEED)

35% of today’s businesses didn’t exist 10 years ago

NEW JOBS THAT DIDN’T EXIST

- Data scientist
- Developer
- Artificial Intelligence expert
- UX/UI designer

SOURCE: WE ARE SOCIAL, DIGITAL IN APAC 2021
ONLINE TREND IN THAILAND

ECONOMY POPULATION
69.88 MILLION
URBANISATION: 51.8%
FIGURE REPRESENTS TOTAL ECONOMY POPULATION, INCLUDING CHILDREN

ACTIVE INTERNET USERS
48.59 MILLION
PENETRATION: 70%
FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL MEDIA USERS
55.00 MILLION
PENETRATION: 79%
FIGURE REPRESENTS ACTIVE USER ACCOUNTS ON THE MOST ACTIVE SOCIAL PLATFORM IN THE ECONOMY, NOT UNIQUE USERS

AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE
8 HR 44 MIN

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE
2 HR 48 MIN

SOURCE: WE ARE SOCIAL, DIGITAL IN APAC 2021
E-COMMERCE GROWTH

social media to e-commerce and online channel trend

84% of Thai Internet User spend money in E-commerce

THAI MICE CONNECT

Domestic Connecting Thai MICE suppliers & b2b buyer on E-Marketplace
Thai MICE Connect; a platform that centralized over 10,000 businesses and services information in MICE industry with the safety and hygiene standard to cope up with the new normal trend. Apart from the data, Thai MICE Connect also offers the “10 Creative Routes” which will create the exceptional meeting and incentive experience for MICE travelers.
SUPPLY MEET DEMAND

TMC database: Last update Jan 2022

TOTAL:

5,043 Business

Tour / Travel: 1,319
Hotel: 860
Speaker / Show: 82
Shop: 100
Gov.: 104
Logistics: 136
Event Services: 137
Organizer: 169
Venue: 541

SLIDE # 8
NEW NORM STRATEGY 2022

Ensure seamless engagement by optimising execution levers across the consumer journey

**See**
Drive maximum traffic through understanding of online shopper, consistent off-platform digital marketing

**Find**
Optimise finding the right details of product (vs. alternative or competitor SKUs) through search & shopper marketing

**Buy**
Boost purchase through right online assortment, a tailored price and promotion strategy and finding the right details of product (vs alternative or competitor SKUs)

**Repeat**
Data-driven decision making and test-and-learn adaptation; Scale and leverage CRM marketing to re-target shoppers and grow overall penetration

**Traffic generation** — **Conversion** — **Conversion/Traffic generation**

**Source:** Facebook South-East Asia 2021 Report
10 CREATIVE ROUTING
With Hygiene Standard

the best practices and policy recommendations for the use of digital technologies to enhance trade promotion.
Virtual 360” Innovation in RSTA Event 2021

Faith Festival "เทศกาลสายมู" name as Virtual 360” RSTA Event 2021 in December, it’s the new faith experience of 8 gods by augmented reality technology throughout 24 hours.

1,860,000 page views in Nov-Dec, 36,400 Users
Health Tech Thailand 2021 is the Thailand’s first hybrid event showcasing the latest medical and health technological innovations.

Health technologies have the potential to capture huge value in healthcare systems around the world. There is a real opportunity for health-tech companies to drive new sources of growth through digital solutions. Big tech players and smaller start-ups all see the opportunity in the market, and first movers are likely to be among those best able to shape the industry and capture value.
TCEB by MICE Winnovation supported “Virtual Exhibition Platform” in Health Tech Thailand 2021 in December,
This can present the new online experiences and extend the business opportunity for a year throughout 24 hours, not just only in event period.
BIZ CONNECT
Your Complete Solution for every stage of your event.

Innovate Your MICE Solutions

Registration
- Customize the
- Event Apps (for

Event Apps
- Business
- Survey

Payment
- Provide flexible

Event Analytics

Innovate Your MICE Solutions

BizConnect, the event management application for everything you need to engage your event attendees' experiences. Generate your revenue with technology that simplifies events from end-to-end.

Enter your email
Get Started!
BIZ CONNECT
Your Complete Solution for every stage of your event.

**Strengthen Brand**
- Brand Awareness + Engagement
- First stop to think of when arranging MICE in Thailand

**Grow Communities**
- Support to all stakeholders & drive great experience & engagement (Attendee, Exhibitor and Organizer)
- Promote information to be shared to the public

**Drive Business**
- Growth by Service Technology Platform
- Build TCEB Digital Assets (Data, Personalize, Services to solve customers’ pain-points, CRM)
## GOV. DIGITAL TRANSFORMATION

Innovation products, services and promotions

### TCEB – MICE Innovation Model

<table>
<thead>
<tr>
<th>Internal Transformation</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Support System (RFS)</td>
<td>Cost Reduction / Speed / Data Analytics</td>
</tr>
<tr>
<td>e-Payment Service &amp; e-Budgeting</td>
<td>Transparency / Accuracy / Satisfaction</td>
</tr>
<tr>
<td>Evaluation Planning System (EPS)</td>
<td>Save Time / Data Centralize / Transparency</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TCEB Product / Service</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thai MICE Connect (e-Marketplace)</td>
<td>Data Centralize / Increase Income / Connection</td>
</tr>
<tr>
<td>BIZ Connect (Event Management Platform)</td>
<td>User Friendly / Efficiency Organize / Info Accessible</td>
</tr>
<tr>
<td>Business Intelligence (BI)</td>
<td>Data Centralize / Analytics / Business Focus</td>
</tr>
</tbody>
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<tr>
<th>Promote &amp; Incentivize</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Meeting Space (VMS)</td>
<td>Enhance technology / Information Accessible</td>
</tr>
<tr>
<td>Thailand’s MICE Startup</td>
<td>Innovation Transformation / Innovative Event</td>
</tr>
<tr>
<td>MICE Winnovation (Startup &amp; Tech firm)</td>
<td>Event Cancel Reduction / Customer Experience</td>
</tr>
</tbody>
</table>
TCEB INNOVATIVE ORGANIZATION MODEL

Strategy / Products / Fundamental in 8 pillars

- **Innovation Strategy**
  - MICE Intelligence & Innovation
  - TCEB PRO Shared Value
  - Innovation Readiness

- **Business Focus**
  - Business Intelligence
  - Innovation Services
  - MICE City & Thai MICE Connect

- **Process**
  - Internal Innovation
  - Service Innovation
  - Open Innovation

- **Result**
  - RFS & Biz connect
  - MICE Winnovation
  - Innovative Events

- **People**
  - Dev. & Innovation Dept.
  - Innovative Leaders
  - MICE Intelligence & Innovation

- **Knowledge**
  - MICE Intelligence
  - MICE Academy
  - TCEB E-library

- **Culture**
  - Innovation Day
  - Happily AI.
  - Cross-Func. ประชุมแบ่งปัน

- **Resource**
  - Development Budget
  - Digital Infrastructure
  - Evaluation Planning System (EPS)
Innovation Ecosystem
THANK YOU

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