



**Asia-Pacific  
Economic Cooperation**

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**2022/CTI/WKSP2/006**

Session 6c

## **Digitalization to Accelerate Disruption**

Submitted by: Thailand Convention and Exhibition Bureau



**Workshop on New-Normal Model of Trade  
Promotion in the Post Pandemic Era  
4 March 2022**

# Digitization to Accelerate Disruption

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

By Mac Asadachatrekul  
*The Thailand Convention and Exhibition Bureau*



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# WE REDEFINE YOUR BUSINESS EVENT

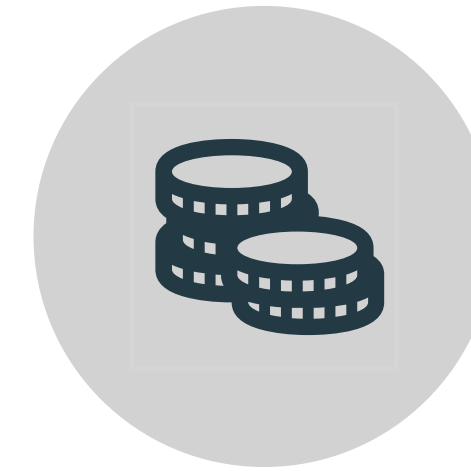


THAILAND CONVENTION  
& EXHIBITION BUREAU

## ----- Goals -----



GENERATE INCOME



DISTRIBUTE WEALTH



DEVELOP MICE WITH  
INNOVATION

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 Asadachatrekul

MICE Intelligence & Innovation

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**Thailand Convention & Exhibition Bureau** (Public Organization)



# THAILAND 4.0 (PEOPLE+SPEED)

**Simpler**

**Faster**

**Relevance**

**Cheaper**



**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

# 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**

# E-COMMERCE GROWTH

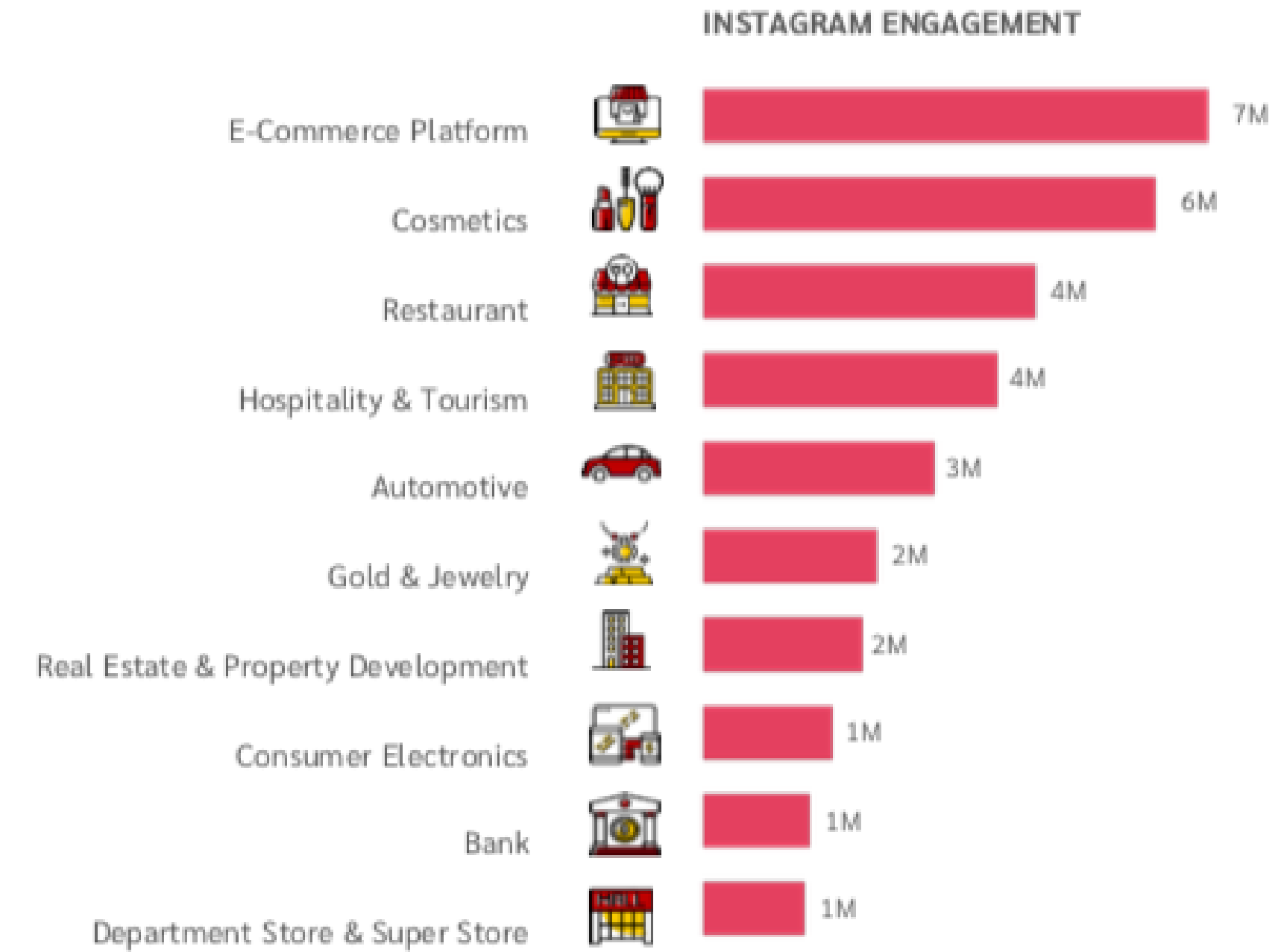
social media to e-commerce and online channel trend



## E-COMMERCE TREND

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

e-commerce and online channel trend



## THAI MICE CONNECT

Domestic Connecting Thai MICE suppliers & b2b buyer on E-Marketplace

# E-MICE MARKETPLACE

Thai MICE Connect as a tool for digital marketing



Center of MICE



MICE Marketplace



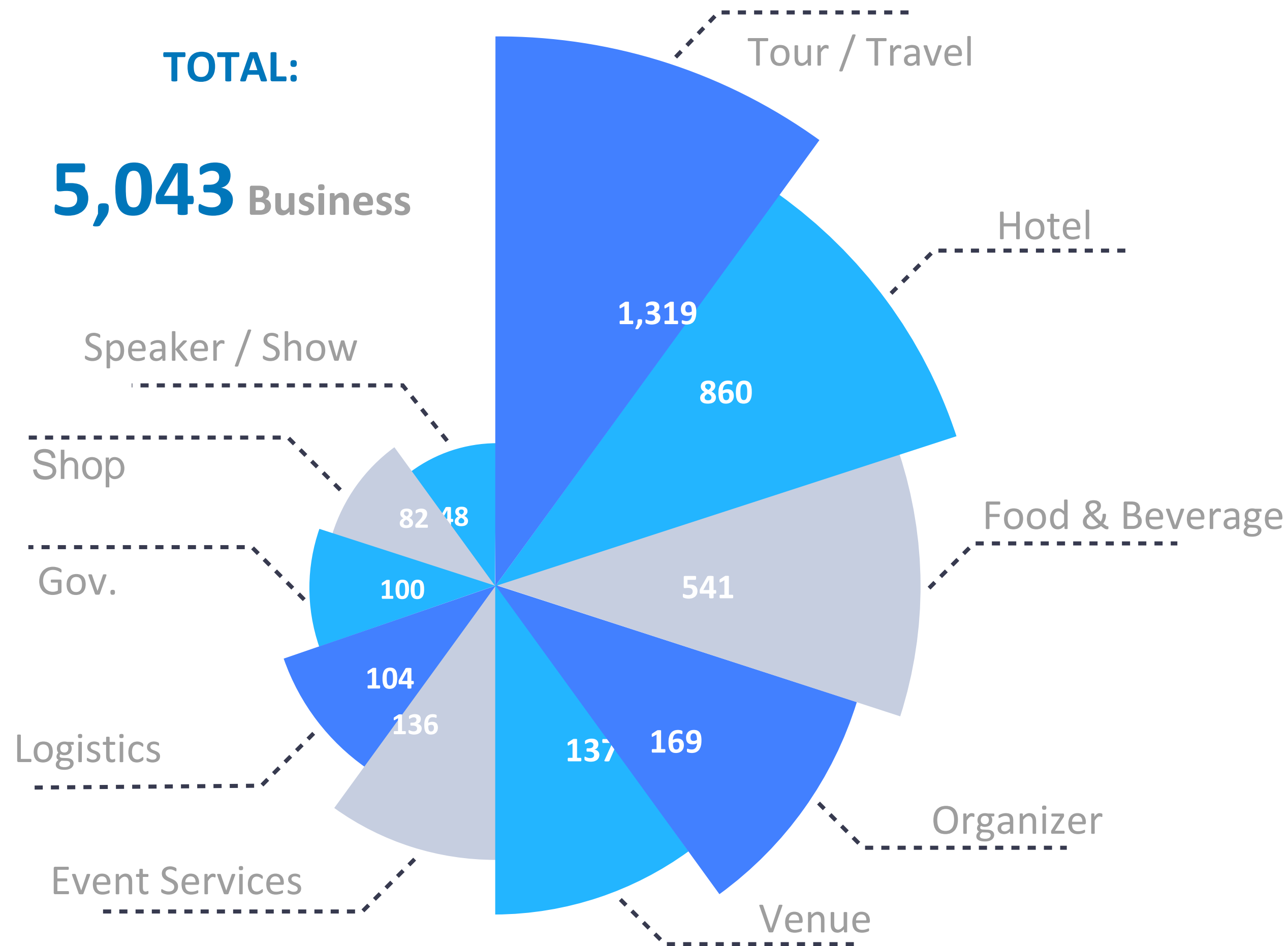
Standard Platform

**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



# 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

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# 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



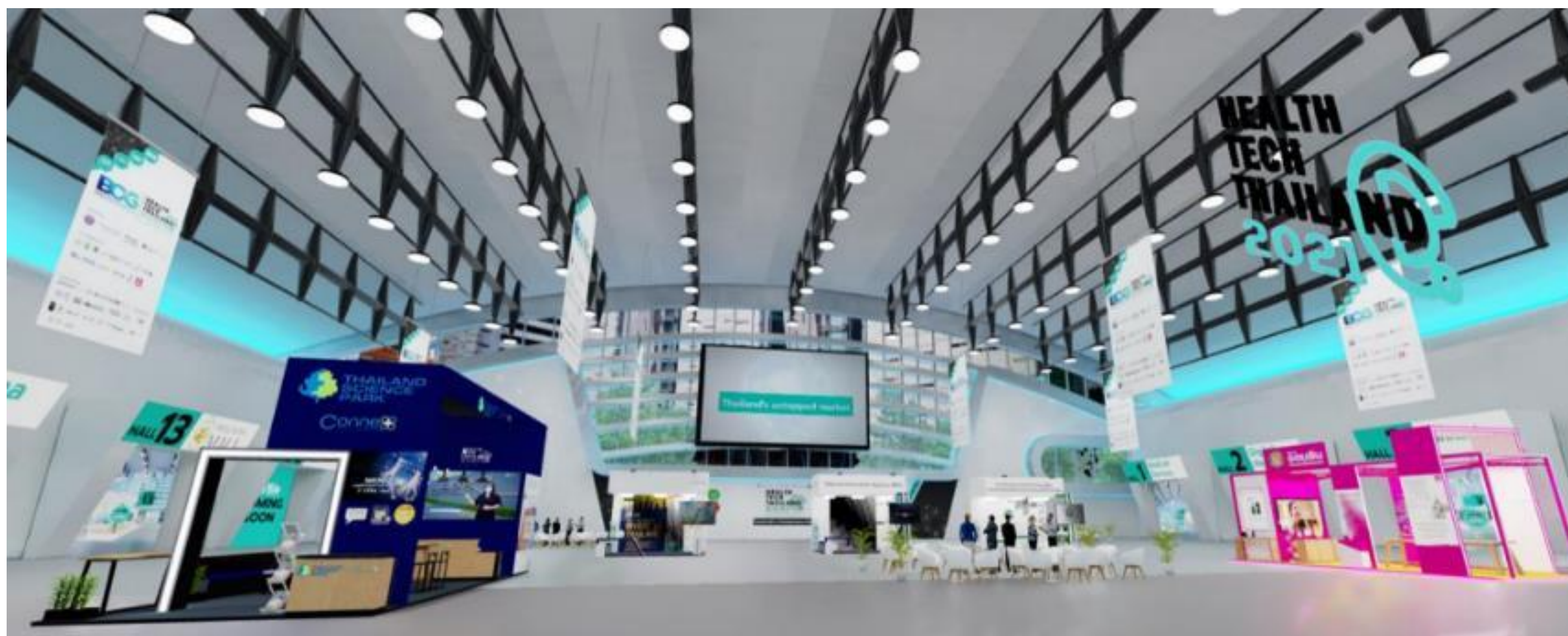
Faith Festival "เทศกาลสายมู" name as Virtual 360" RSTA Event 2021 in December, it's the new faith experience of 8 gods by augmented reality technology throughout 24 hours.

**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.

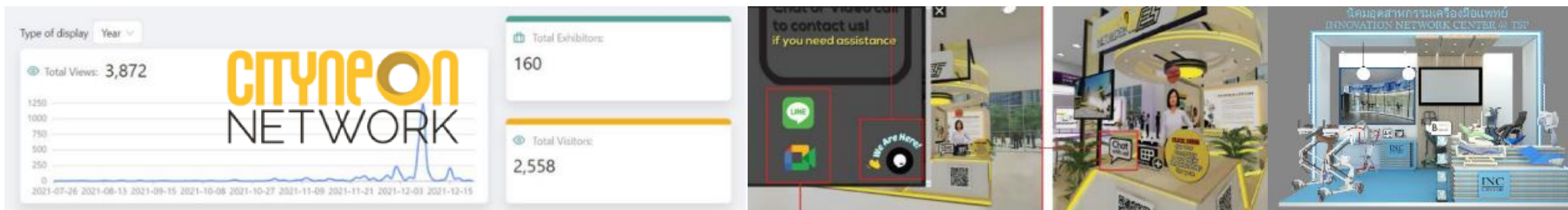


**HEALTH  
TECH  
THAILAND  
2021**

The Sustainable Solutions  
of Health and Wellness

**มหกรรมนวัตกรรม  
การแพทย์และสุขภาพ**

8-9 ธันวาคม 2564 ณ อุทยานวิทยาศาสตร์ประเทศไทย



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.



Registration

● Customize the



Event Apps

● Event Apps (for



Business Matching



Polling + Survey



Payment

● Provide flexible



Event Analytics

## Innovate Your MICE Solutions

ยกระดับธุรกิจด้วย BizConnect แอปพลิเคชันที่ผู้จัดงานและผู้ร่วมงานใช้ระบบง่ายๆ ใช้งานง่าย ปลอดภัย ลงทะเบียน จัดการข้อมูลผู้ร่วมงาน จัดการเนื้อหาเหตุการณ์ ไลฟ์สดแบบเรียลไทม์ และตามต่อออนไลน์ จัดตั้งธุรกิจเชื่อมโยงผู้ร่วมงานเพียงปลายนิ้ว และนำวิทยากร เปิดประสบการณ์ใหม่แก่แขกผู้ร่วมงานด้วยตัวจริงใจของเหล่าศิลปิน

## Innovate Your MICE Solutions

Available on the App Store

GET IT ON Google play

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](#)



Homepage



Event Page



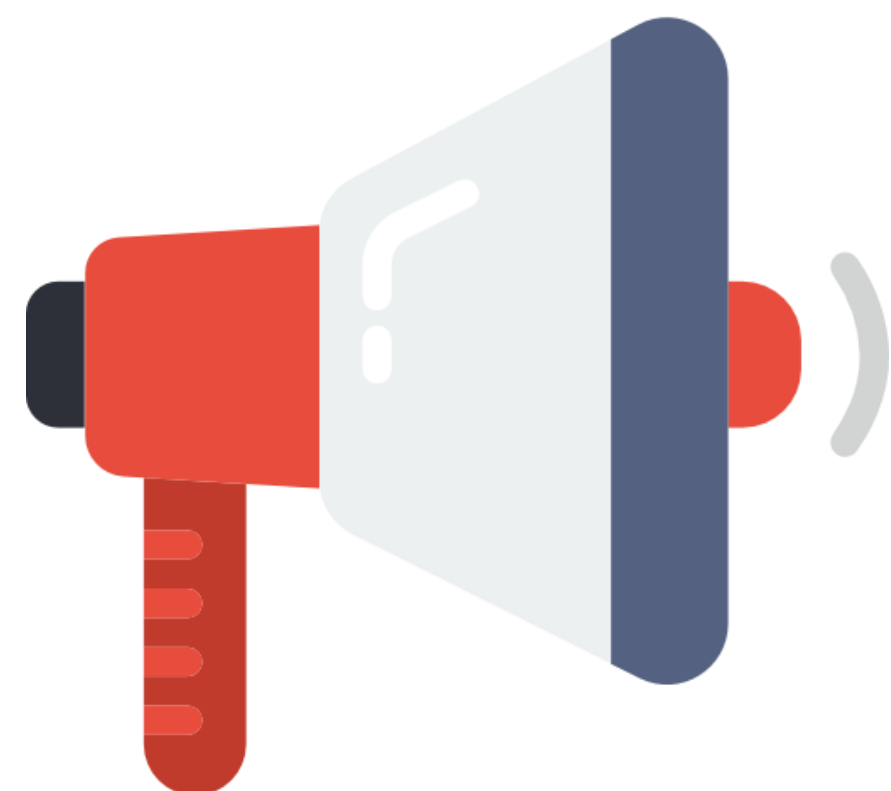
Agenda Page



Speaker Page

# BIZ CONNECT

Your Complete Solution for every stage of your event.



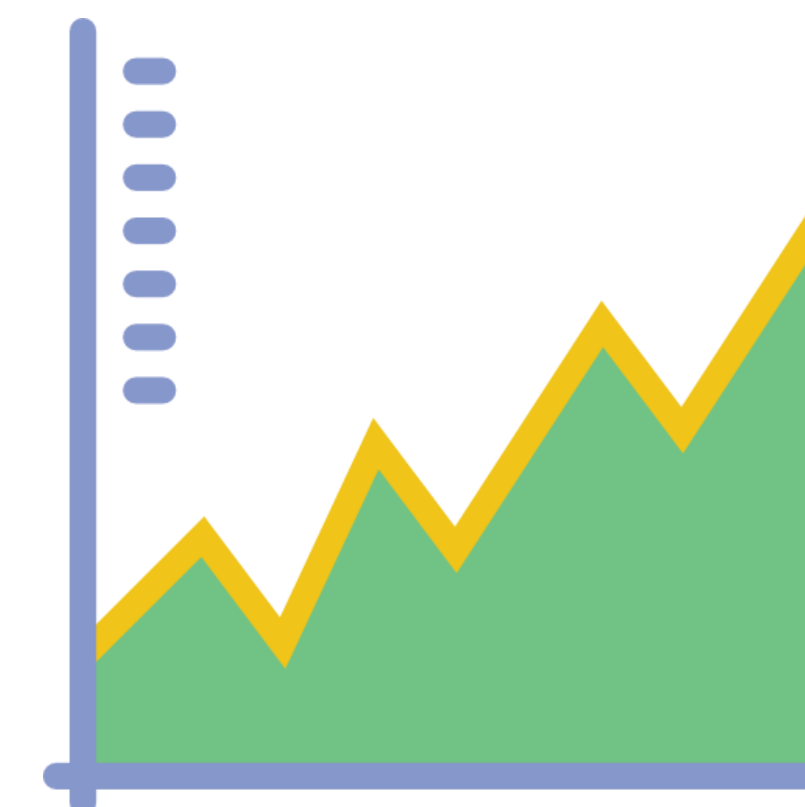
## Strengthen Brand

- **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)



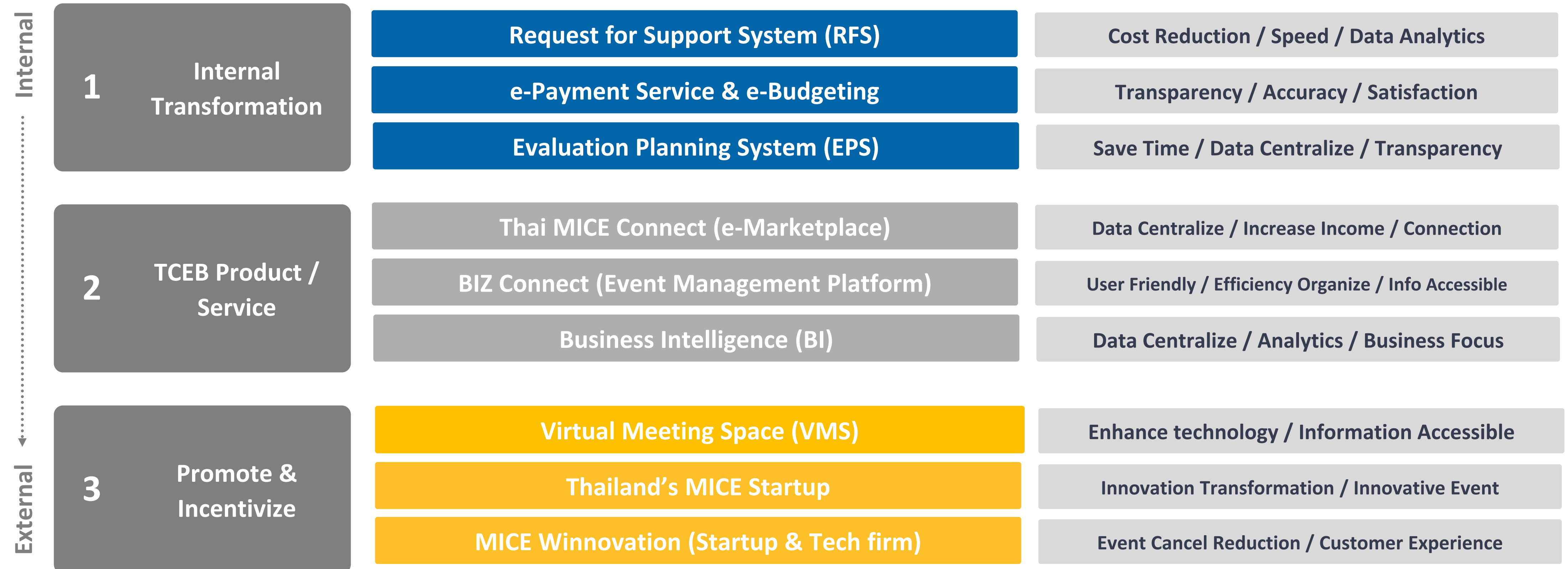
# GOV. DIGITAL TRANSFORMATION

Innovation products, services and promotions



## TCEB – MICE Innovation Model

### Values



# 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. ประชุมเมืองไทย



## Resource

- Development Budget
- Digital Infrastructure
- Evaluation Planning System (EPS)

# Innovation Ecosystem



# THANK YOU

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