

# m i c e

2016  
21 – 22 SEPTEMBER 2016

Taking place at



**Suntec**  
SINGAPORE  
Convention & Exhibition Centre

Held in



30+ Speakers

Event Supplier and Venue  
Exhibition

Free Workshop &  
Conference Sessions

Hundreds Conference  
Delegates

## Interview with our Event Partner – Thailand Incentive and Convention Association (TICA)

We recently interviewed our partner, President of TICA Mr. Sumate Sudasna, on his views about Thailand MICE Industry and shared his expectations on MICE Asia 2016.

### **MICE Asia 2016: Can you briefly introduce TICA?**

**Mr. Sudasna:** The Thailand Incentive and Convention Association (TICA) is a non-profit organisation established in 1984 jointly by Tourism Authority of Thailand and Thai Airways International with members who are suppliers in the meetings and incentives industry. Private sector members are qualified major industry players. Since the formation of Thailand Convention and Exhibition Bureau (TCEB) in 2004 as the public organisation responsible for the industry, TICA has been collaborating with TCEB towards mutual objectives.



TICA's main functions are to promote Thailand as the preferred destination for incentive and convention events, to introduce members for possible collaboration, to aid organizers by providing related information and recommendations on planning and organising their movements to Thailand, and to develop expertise for member organisations in servicing planners and organisers.

### **MICE Asia 2016: Can you tell us more about ASEAN Economic Community (AEC)?**

**Mr. Sudasna:** AEC will render the events & meetings (MICE) industry freedom to operate, cross-sell, share best practices and expertise through personnel secondment or exchange. The level of engagement may differ but industry players should take advantage of the open border agreement while the benefit depends on the strategy of each operator whether it is investing in full identity, joint venture or co-marketing.



### **MICE Asia 2016: What do you think about MICE industry in Thailand in next 5 years?**

**Mr. Sudasna:** Arrivals of mainstream tourists are expected to grow even more, and thus does MICE. While there will be demand, the industry will need to keep up with service to ensure successful events with professional services in order to retain confidence of the destination from event planners.

**MICE Asia 2016: What should event organizers consider when choosing a destination to organize their events?**

**Mr. Sudasna:** Event organizers should consider destinations which appeal to their specific target audience, providing that the destinations are ready with the necessary infrastructure, facilities and know how.



**MICE Asia 2016: Now, coming to MICE Asia Pacific Exhibition 2016, what are your expectations?**



**Mr. Sudasna:** We would like to meet event planners and buyers who are keen to bring their events to the region. We all need to exhibit cohesiveness as destination teams ready to commit and extend partnership for successful events.