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ASIA EDITION

VNU Exhibitions Asia Pacific kicks off busy second half of the year 2022

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Thailand Convention & Exhibition Bureau underlines the importance of international organizers such as VNU Exhibitions Asia Pacific



Being in its 10th year in Thailand's exhibition market, VNU Exhibitions Asia Pacific is looking for an eventful 2022. VNU Asia Pacific ventured into both offline and virtual modes to keep the stakeholder and the industry connected. Additionally, with TCEB introducing the new brand "Thailand MICE: Meet the Magic", Thailand is taking over the center stage and becoming the Number 1 facilitator of dynamic marketplace conversations for the entire region.

TCEB President, Mr. Chiruit Isarangkun Na Ayuthaya, said "New opportunity for business growth is one key cornerstone in our new brand for Thai MICE industry. It results from more investments in the strategic industries set out in the Thai government's policies. Now that Thailand and the region are reopened, TCEB sets sight to use MICE for international business recovery and maximization of new opportunities for growth in Thailand. Exhibitions are inevitably our key platform in achieving the goals. With a respectable profile and solid foundation, VNU can bring robust trade to the economy not only in Thailand but also in the region. To reinforce such position of our stakeholders, TCEB is expanding facilitation services, advocating sustainability, grooming exhibitions in new MICE Cities, and strengthening ties with industrial sectors. A springboard for enhanced business in the region will become a key trademark of exhibitions in Thailand".

All major trade fairs in Southeast Asia are returning to the show floor

"The recent weeks and first shows we have conducted proved to us yet again that face-to-face business is absolutely irreplaceable and companies and their representatives were all waiting to showcase their innovations, meet again, share knowledge, network, and source new business opportunities. The international turnout of exhibitors and visitors at our shows here in Thailand is seeking new sourcing countries or go-to-markets, especially with other regions such as China facing major challenges at the moment" said Mr. Igor Palka, Managing Director of VNU Asia Pacific.

Exhibition Calendar in Q3 and Q4 promises new launches and familiar brands in Thailand, Vietnam, and Indonesia

The upcoming months will witness some promising exhibitions of brands of VNU's exhibition portfolio, such as**Thailand LAB INTERNATIONAL and Bio Asia Pacific** will be held in September, but also finally have many first editions of several

postponed trade fairs, such as **Health and Nutrition Asia by VIV** (Animal Health business) and **BYOND MOBILE** (5G Technology business) also all in September. **Pet Fair South East Asia** (Animal Companion business) will be launched in October to open its doors, welcoming professionals from various industries this year in Bangkok, Thailand. Furthermore, VNU will organize the trade fair for the livestock and aquaculture industry, **ILDEX Vietnam** in August, **ILDEX Indonesia**, **and Aquatica Asia** in November 2022 to cover the market need in other regions of the Southeast Asian market.