**VNU ASIA PACIFIC PARTNERS WITH THAILAND EXHIBITION**

**ASSOCIATION (TEA) TO ORGANIZE A COMPREHENSIVE WEBINAR SERIES FOR THE THAI EXHIBITION INDUSTRY**

**BANGKOK** – September 9, 2020 *–* The Thai Exhibition Association (TEA) will organize a webinar series to connect Thai exhibition organizers and related parties. VNU Asia Pacific won TEA’s bidding to organize the conference series and will partner with TEA in the execution. The webinar platform aims to allow exhibitors to share their best practices and experiences while creating a vast virtual network at the same time.

TEA is the leading association for organizers, exhibition centers, exhibition stand contractors, freight forwarders and related suppliers dedicated to the promotion and development of exhibitions in Thailand. During the COVID-19 pandemic, global exhibitions struggle due to ongoing travel restrictions. Additionally, certain countries still face restrictions that prohibit organizing trade shows. Since the beginning of the pandemic, TEA has continually worked alongside government agencies and the private sector to transition exhibitions back to normal operations in a timely manner.

Both parties plan a total of three webinars on the following dates: September 30, October 14, and November 4. The topics will cover the Thai Exhibition, Convention, and Event Industries.

“This is a great opportunity to help the exhibition industry at this difficult moment. With years of professional conference and exhibition organizer experience, we are ready to support TEA with the various services we offer, especially in the digital and virtual space. Although COVID-19 has reduced our international face-to-face events significantly, we are optimistic that digital platforms will help to connect the global community and continue developing our business model further” comments Mr. Heiko M. Stutzinger, Managing Director of VNU Asia Pacific.

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**For more information**, please visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com) or [yaowalak.s@vnuasiapacific.com](mailto:yaowalak.s@vnuasiapacific.com)

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**About VNU Asia Pacific**

VNU Asia Pacific is part of the VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Assets, a leading corporate conglomerate in the fast-growing region. From its business hub in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries.

Royal Jaarbeurs belongs to the top 20 exhibition organizers by revenue worldwide and operates a 100.000 square meter exhibition center in the city of Utrecht, in the Netherlands. The Thai counterpart, TCC Assets (Thailand), is one of South East Asia’s most recognized corporations. The portfolio of TCC Assets includes real estate development, hospitality services, as well as engineering and lifestyle services.

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