

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

July 6, 2022 – Bangkok Thailand

After a period of uncertainty for three months at the beginning of the calendar year 2022 due to the consequences of the pandemic, including travel restrictions and strict entry regulations, the second half of the year forecasts a very positive trend in the overall exhibition industry in Thailand. Not only the lifting of the mandatory PCR test to enter Thailand, but also in plan to become more lenient with mask-wearing start from July onwards. The clear direction of the Thailand government policy will support the MICE industry to be back on many professionals' travel lists again.

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

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. With its key geographic positioning, it guarantees unsurpassed business connections and advantages for robust international trade. An established and expansive network like the ASEAN Connectivity Capital and Asia's Crossroad lends vibrancy for better business presence and profitability, making Thailand a world destination.

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 is a result of 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 for the economy not only in Thailand but also 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. What is absolutely fascinating is the international turnout of exhibitors and visitors at our shows here in Thailand, which seek new sourcing countries or go-to-markets, especially with other regions such as China facing major challenges at the moment." Said by Mr. Igor Palka, Managing Director of VNU Asia Pacific.

Being in its 10th year in Thailand's exhibition market, VNU Exhibitions Asia Pacific is looking at a very busy year 2022, after two years of adapting to an online-focused approach during the peak time of restrictions. VNU Asia Pacific developed the digital activities to serve the market and keep the stakeholder and the industry closed through the visual exhibition and webinar series to apply for our show.

With the recent conducted the agricultural trade fairs **AGRITECHNICA ASIA** and **HORTI AISA** together with DLG, not only were the first trade shows this year successfully executed, but all local and international participants confirmed trust and confidence. The show attracted 8,326 expert participants from 59 countries. The conference gained a lot of attention with 218 speakers sharing their expertise in 98 conferences, many held in a hybrid format and attended by 4,326 on-site and 2,881 online visitors during the 3-days of the exhibition. The quality of the participants also reached our expectations, especially for the international business traveler and the key buyers from ASIA and the other region.

Mr. Jaap ten Have, Export Manager, KUHN S.A.S said "I am very impressed by the show. The organization over here is done perfectly. For us, it is a good opportunity to be here. It looks so professional. We are looking forward to coming here again in 2024".

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

The upcoming months will witness some promising exhibition 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 the 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.

More trade fairs are in the planning for 2023 and in case professional trade organizations are seeking the right partner in Southeast Asia, reach out to VNU's colleagues or management at any time. VNU, as in We and You, can be the perfect extension of your trade business in Southeast Asia – because together we can!

For more information about the event calendar, please visit www.vnuasiapacific.com/#anchor_calendar

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About VNU Asia Pacific

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 24 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Pet business, Food, Life Sciences, Biotechnology, 5G and IoT industries.

For more information, visit www.vnuasiapacific.com