

# Asia Forum Profiles

**Country:** Thailand

**Economic Profile:**

Population 65 million  
 Land Area 514,000 sq. Km.  
 GDP 171 billion USD  
 Annual Growth 5%  
 Per Capita Income 2,630 USD

**Exhibition Profile**

Number of exhibition venues 6  
 Total space 240,000 sq.m.  
 Number of exhibitions held in 2005 168

<b>Exhibition Cities &amp; Figures</b>			
<b>City Name</b>	<b># of Exhibitions</b>	<b>Net m2 Exhibition Space</b>	<b>Number of Meeting Rooms</b>
Bangkok	168	700000 sq.m.	NA

<b>Types of Exhibitions</b>	
<b>Industry</b>	<b>Number of Exhibitions</b>
Building, Construction, Home & Repair	18
Communications & Information Technology	8
Consumer Goods & Retail	37
Food	8
Government, Public and Non-Profit Services	9
Industrial/Heavy Machinery and Finished Business Inputs	36
Medical and Healthcare	10
Professional Business Services	9
Raw Materials & Science	8
Sports, Travel, Entertainment, Art & Consumer Services	17
Transportation	8

**Country's Perception of the Exhibition Industry:** The Exhibition industry of Thailand is currently in a boom or rapid expansion. Exhibitions in Thailand started about 25 years ago but at that time there was no proper venues to hold such events. Until 14 years ago the first venue fit for international standard exhibitions was constructed which is the Queen Sirikit National Convention Centre ( QSNCC ) to be the venue for the World Bank & IMF meeting which Thailand was the host. After that other venues were developed such as BITEC , PEACH and IMPAC

**Types of Organizers Holding Events in the Country:**

Government Agencies Yes  
 Associations Yes  
 Trading Companies  
 Venue Owners Yes  
 Private Companies Yes

**Challenges in Holding Exhibitions in Country:** It is fortunate for the country that most consumer and business buyers in Thailand have taken exhibitions as one of their most popular sourcing place be it for consumer products and industrial products and services. Factored with strong export growth ( 17% per year) exhibitions in Thailand have a long and rewarding future. The only challenge in holding exhibitions in Thailand is the importation of goods to exhibit which may take quite a bit of time. However the Government is doing their best.

**Opportunities/Advantages for Holding Exhibitions in Country:** Thailand can be considered as the new business trading hub of the South East Asia region. With sizable population of over 65 million people, robust economy with over 5% growth, many strong export and local consumption industries such as food, gems & jewelries, automotives, elect ronic goods, travel, etc. With the opening of the new airport which caters to 45 million passengers per year, Bangkok the capitol of Thailand is one of the most busiest hub for air travel in Asia, meaning easy access.