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Thailand unveils new campaign in response to COVID-19 outbreak

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Focusing on digital-basedMeetings, incentives, conferences and exhibitions (MICE) services and health safety standard



Thailand Convention and Exhibition Bureau or TCEB has announced two projects focusing on digital-based Meetings, incentives, conferences and exhibitions (MICE) services and health safety standard.

The first called "Virtual Meeting Space" (VMS) will help MICE entrepreneurs run business events online and re-skill their employees via virtual platforms.

The second, called "Simple Ways to Prevent the Spread of COVID-19 in Your Meetings and Events", offers MICE venue owners and operators an incentive to upgrade their safety and health standards.

The two projects are in response to the business disruptions brought about by COVID-19 and lockdown measures worldwide.

According to Chiruit Isarangkun Na Ayuthaya, TCEB President, the COVID-19 pandemic has caused the postponement and cancellation of MICE events worldwide. Amidst the tough times, online or virtual platforms have become an alternative for events that can ensure business continuity. Thai entrepreneurs need to adapt to such business platforms. In this respect, TCEB has designed two key projects. The first -- "Virtual Meeting Space" (VMS) – is aimed at enabling Thai MICE entrepreneurs to continue operating their business and to re-skill their employees.

For the second project, "Simple Ways to Prevent the Spread of COVID-19 in Your Meetings and Events", aims to assist MICE venue operators to upgrade the safety standard of their facilities". TCEB will provide a 30,000-baht subsidy for each MICE venue to formulate and implement COVID-19 screening and prevention measures as stipulated by the Ministry of Public Health. Examples of these measures include the screening of body temperature before participation, the screening of a delegate's travel history, the preparation of hand-washing guidelines and supply of alcohol-based sanitisers, and the practice of social distancing. This project aims to equip venues with the enhanced health and safety standards that clients will be demanding.