“Opportunity & Challenge in Thai Exhibition Industry”

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Global Challenges

- Climate Change
- Recession
- Russia – Ukraine
- COVID-19
- Trade War
- Digital Disruption
MICE

Exhibitors

Exhibition Organizers

Direct impact

Indirect impact

Visitors

Contractors

Logistic Services

Tourism

Hotels & Restaurants

Services

Venues

Exhibitors
Adaption of Industry แนวทางการปรับตัวของภาคอุตสาหกรรม

1. BCG Model
2. Technology and Innovation
3. Focus on Supply Chain Security
4. Renewable Energy for Industrial Sector
5. Upskill, Reskill Labor
6. Climate change
FTI 10 Pillars Working group for driving Industries

- FTI
- Pillars Working group
- Driving Industries
SMART AGRICULTURE INDUSTRY
New Opportunities for Exhibitions

**First Industries**
- 45 Industry Club & 11 Cluster
- 76 Provincial Industry
  (5 Region/Provincial Cluster)

**Next-Gen Industries**
- S-Curve Industries
- BCG
  (Bio-Circular-Green Economy)
- Climate Change

**Industry Collaboration**

ขับเคลื่อนอุตสาหกรรม สู่อนาคต
Expectations for International trade fairs and conferences

Harness Thailand Position
(Value Added & Value Shifted Thai Industries)
- Food & Novel Food Industry
- BIO Economy Industry
- EV Industry

Industrial Paradigm Shift
- Business Model Showcase
- Technology Showcase

Technology Transfer
- Massive Business Matching Economy

Flagship & Signature EXPOs
Never Miss Out Exhibitions / Fair