



Thailand Convention and Exhibition Bureau

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Thai MICE Operators Achieve ISO 20121 Global Sustainable Event Management Standard

Bangkok 20 October 2014 : Thailand Convention and Exhibition Bureau or TCEB has taken another step forward in driving sustainable best practice in Thailand's MICE sector, using the ISO 20121 Event Sustainability Management System, as debuted in the 2012 London Olympics. 2 Thai MICE operators recently received certification under the international ISO 20121 standard, signaling a trend for the future. MICE operators will increasingly differentiate their products and services though demonstrating their compliance with global standards for sustainable business management, including its social and environmental dimensions.

Mr Nopparat Methavikulchai, President of TCEB, disclosed that, "TCEB has promoted environmental responsibility since 2007, when we launched our Green Meetings campaign for Thailand's MICE industry. At the UFI's 2010 Annual Conference "Leadership in Sustainability: The Why and The How", Bangkok was recognized as one of only two Asian cities to meet the Green Meetings standard, the other being Seoul.

Subsequently in 2012, TCEB took a bold step to transform the image of Thailand's MICE industry by moving from "Green Meetings" to a deeper commitment to sustainable best practice. TCEB's "Sustainability Thailand" campaign was launched to introduce the new global standard ISO 20121: Event Sustainability Management System to Thailand's MICE industry. Thailand was the first country in Asia to adopt the new ISO 20121 global standard, designed specifically for the events industry, and. This helped demonstrate Thailand's leadership in Green Meetings in Asia.

"We are pleased with our progress in driving a transformation in Thailand's MICE industry towards global standards of sustainability. So far, 2 MICE operators participating in the programme have upgraded their working practices and achieved certification under ISO 20121. These are the Queen Sirikit National Convention Centre, Kingsmen CMTI Co., Ltd. This is in line with TCEB's aim to use the standard to build awareness among Thai MICE entrepreneurs and other stakeholders and create a deeper understanding and shared commitment to change. Moreover, businesses benefit not only through more cost-efficient and sustainable operations. The market differentiation provided by ISO-20120-compliance also offers MICE businesses an additional selling point to attract MICE events to Thailand."

Mr. Sakchai Patarapreechakul, Managing Director of NCC Management and Development Co. Ltd., and President of Queen Sirikit National Convention Centre said, "The ISO 20121 standard is very important; as a major industry sector, the MICE business has a major and wide-ranging impact on both the environment and use of natural resources. We must therefore find ways to solve or reduce the problem, which is exactly what ISO 20121 sets out to address. "

"In adopting ISO 20121 to its business operations, The Queen Sirikit National Convention Centre set a policy to raise awareness and consciousness of environmental concerns among all employees. Educating staff on environmental issues contributes to higher quality of service, reflecting the needs of environmentally conscious clients. QSNCC has long implemented initiatives on energy conservation and environmental protection in partnership with both the public and private sectors, and these will be continued. Moreover, we have set up a working group to oversee implementation of our policies covering all three dimensions of sustainability- social, environmental and economic."

"QSNCC plans to adjust its sales and marketing packages to incorporate more services to encourage clients to join our efforts to protect the environment. Participants will receive a certificate and we will also publicize their efforts via QSNCC's media channels as a gesture of thanks to our clients. Meanwhile, our sales strategy will be adjusted to focus on paperless meetings, free Wi-fi access and use of the internet to minimize resource utilization. We will also encourage use of public transport and bicycles- we have already allocated bicycle parking at QSNCC in cooperation with TCEB.

"TCEB's support in this project has helped us not only financially, but also in gathering information and developing a public relations strategy to leverage wider recognition and participation in the ISO 20121 programme among MICE stakeholders both in Thailand and overseas", Mr. Sakchai concluded.

Kingsmen CMTI Co Ltd, a MICE operator certified under ISO 20121, designs and builds structures for events such as exhibitions and trade shows, and is the first MICE operator in ASEAN to be certified under the standard by SGS (Thailand).

Mr. Chayawat Pisessith , Managing Director of Kingsmen CMTI Co Ltd., revealed that "ISO20121 provides more than just a business benefit; it also helps boost confidence among clients, both domestically and overseas. The certification also underscores the professionalism of event organizers in Thailand on the world stage.

"We know that business events and trade shows can benefit the overall economy, for example through employment and through increased economic flows through sales of goods and services. At the same time we must also acknowledge the potential for adverse impacts- social, economic and environmental. Our policy is to manage our events

sustainably to show our responsibility for addressing these social, economic and environmental impacts of our business. Our new products and services will be develop further in this direction: reduce waste from manufacturing processes; use environmentally friendly materials; and satisfy our clients that their investment in our services is cost-effective”, concluded Mr Chaiawat.

“MICE is an effective marketing tools for every business sector at both the micro and macro - economic levels and one that generates a rapid positive impact, the bureau must strengthen the fundamentals of the industry through the aggressive preparation strategies. Thai MICE operators will be able to use ISO 20121 as tool to penetrate and expand their markets. Thailand can also use the standards to prepare the private sectors to fight against influx of foreign workers once the ASEAN Economic Economy comes in to visit”. said Mr.Nopparat, in conclusion.

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