



Thailand Convention & Exhibition Bureau

Address: Siam Piwat Tower, 25th & 26th Floor, 989 Rama 1 Road, Pathumwan, Bangkok 10330, Thailand

Tel. (662) 694-6000 Fax (662) 658-1411

www.businesseventsthailand.com

Visitor Promotion Support

Thailand Extra Exhibition: ASEAN+6 Privilege Campaign

ASEAN+6 Privilege Campaign, hereafter, is granted by the Thailand Convention & Exhibition Bureau (TCEB), under the ‘**Exhibition Department**’ sector to overseas legal entities, hereby known as the “Trade Promoter” from ASEAN+6 countries (except Thailand) attending an international trade show included Hybrid Exhibition (both physical and virtual) under TCEB support in Thailand. The campaign offers a financial subsidy for the head of the Trade Promoter. The campaign’s objectives are to raise the quality and number of international trade visitors to trade shows in Thailand and to improve show quality, internationalization, and business matching.

Eligibility criteria

- Oversea Chambers of commerce
- Oversea Federations
- Oversea Trade associations
- Oversea Industrial Publications
- Oversea non-profit organization or other similar business entities
- Oversea MICE Travel Agency*

*Oversea MICE Travel Agency must be endorsed by the relevant government agency, trade association, federation, and the chamber of commerce

(hereafter referred to as Trade Promoter from Brunei, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, Singapore, Philippines, Vietnam, China, Hong Kong, Macau, Taiwan, Japan, Korea, India, Australia, and New Zealand)

Accepted by.....

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Campaign details

Conditions for “Onsite” trade visitors:

The campaign offers an incentive of **100USD (one hundred US dollar) **,**** per trade visitor if only they could meet the below conditions:

- + A group of the visitor must consist of **at least 10 trade visitors** to visit, participate and/or convene at an international trade show (officially endorsed & supported by TCEB under Exhibition Department) in Thailand and **achieve at least 30 business matching in total to receive USD100 (one hundred US dollar) per one trade visitor.**
- + Each of the additional trade visitors needs to **achieve at least 3 business matching.** However, the total number of business matching is calculated in the lump sum amount **to entitle for USD100 (one hundred US dollars) per trade visitor.**
- + This visitor promotion support is limited to a **maximum of 200 visitors per trade show** and TCEB reserves the right to treat the application base on a first come first serve basis.

Conditions for “Online” trade visitors:

The campaign offers an incentive of **50USD (Fifty US dollar) **,**** per trade visitor if only they could meet the below conditions:

- + A group of the visitor must consist of **at least 10 trade visitors** to visit, participate and/or convene at a virtual exhibition (officially endorsed & supported by TCEB under Exhibition Department) in Thailand and **achieve at least 30 business matching in total to receive USD50 (Fifty US dollar) per one trade visitor.**
- + Each of the additional trade visitors needs to **achieve at least 3 business matching.** However, the total number of business matching is calculated in the lump sum amount **to entitle for USD50 (Fifty US dollar) per trade visitor.**
- + This visitor promotion support is limited to a **maximum of 400 visitors per trade show** and TCEB reserves the right to treat the application base on a first come first serve basis.

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- ✚ Before and after the exhibition finish, the trade promoter must submit all compulsory document requested by TCEB.
- ✚ Failure to comply with rules & regulations of the ASEAN+6 Privilege Campaign posted by TCEB, trade promoter will result in nullified application and unqualified for incentive reimbursement.
- ✚ The application of the “ASEAN+6 Privilege” Campaign is subject to an exhibition that provides business matching online service only.
- ✚ The arrangement of business matchmaking is upon each of the organizers’ procedures.
- ✚ Reimbursement will be made to the trade promoter following the timely submission and verification of all necessary post-event documents.
- ✚ This visitor promotion support is available from November 2020 – December 2021

Remark: * 7% VAT Inclusive applies to all applicants.

** For the Thai Association, Federation, and Chamber of Commerce, revenue tax will be deducted under Thailand’s Tax Law.

Application & Reimbursement process

- ✚ The trade promoter is required to complete and submit the following documents *at least 30 days* before the show date:
 1. Application form for TCEB support. The applicant’s bank account details are required as it is compulsory that the name of Bank account details bearing the same corporate name as the trade promoter. A personal account is not acceptable.
 2. Copied of company/organization registration must be submitted along with application in English translation.
 3. Request for Support of ‘ASEAN+6 Privilege’ Form (RFS_ ASEAN+6 Privilege*), the name of each trade visitor must be identical with the name shown in the passport and full details of the trade promoter’s representative who is the leader of the group.
 - * Passport number must also be filled in the RFS_ ASEAN+6 Privilege form and must be identified as shown in the passport as it is the main proof of individual participation at the on-site process for physical exhibition.
 4. The Oversea MICE Travel Agency must submit the endorsement letter from the relevant government agency, trade association, federation, and the chamber of commerce

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5. The ASEAN+6 Privilege Campaign program from TCEB will be endorsed with the applicant's signature or stamp on every page.
6. TCEB will review each application and reply with an **“Estimated Support Confirmation and Acknowledgement Letter”** to confirm the successful application.
7. During show dates,
 - **For the Physical Platform**, each trade visitor must check-in at TCEB's “ASEAN+6 Privilege” checkpoint to collect their name badges to enter the trade show. TCEB's official appointed auditor will submit ASEAN+6 Privilege summary documents that have been endorsed by three parties (Trade Promoter, exhibition organizer, and TCEB's auditor) to TCEB.
 - **For the Online Platform**, each trade visitor must register his/her name under the name as shown in his/her passport for business matching online platform provided by the organizer on the show website and submit the registration confirmation letter with the report of business matching to TCEB.
8. After the show, TCEB will review the submitted documents and proofs of individual participation, then notify the trade promoter on the actual incentive amount to be granted. After finalization and official approval, TCEB will issue a **“Letter of Actual Financial Support Confirmation for ASEAN+6 Privilege Campaign and acknowledgment”** to the trade promoter for the further reimbursement process.
9. The Trade Promoter will invoice TCEB for this amount with return signed a **“Letter of Acknowledgement Letter”** to TCEB.
10. The payment will be processed within 30 days upon receiving the above documents.

Rules & Regulations

- ✚ TCEB reserves the right to amend or adjust the details and procedures of the support as appropriate and will inform the applicant in advance.
- ✚ In the case that an applicant fails to abide by any of the procedures specified in this document, TCEB reserves the right to terminate the support at its discretion.
- ✚ The trade promoter is required to provide a complete database of the trade visitors as shown in the RFS_ ASEAN+6 Privilege form. The name and passport number of trade visitors shown must be identical to passport.

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- ✚ The trade promoter must-visit participates, and/or convenes at an international trade exhibition include Hybrid Exhibition and do business matching on **TRADE day only**. Otherwise, TCEB reserves the right to terminate the support for those shown up visitors on **Public day** at its discretion.
- ✚ In the case of changes in actual trade visitors, the trade promoter is obliged to inform TCEB by submitting a new RFS_AP form in advance of the change or replacement at least 7 days before the exhibition taking place. Short notice (less than 7 days) is not acceptable. The change in number is prohibited.
- ✚ The lists of trade visitors must be counted uniquely.
- ✚ The exhibition organizer has its right to approve a list of trade visitors.
- ✚ TCEB will provide this support on a first-come, first-served basis.
- ✚ Request for support which does not comply with terms and condition of support program can be proposed to President for approval by department director in a case by case.
- ✚ A copy of the Organizer's business entity registration is required in English, or an English translation must be made available. **The person representing the Organization in the application must be an authorized person indicated in the business entity registration or appointed by power of attorney.**

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