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MICE

IMPACT won Thailand MICE Venue Standard

Theodore Koumelis - 05 February 2015, 06:26

> TCEB conducted an evaluation among 72 MICE venues in Thailand's five MICE Cities including Bangkok, Pattaya, Phuket, Chiang Mai, Khon Kaen, and Hat Yai. 42 organizations and 114 meeting room have been certified as Thailand MICE Venue Standard.

IMPACT Exhibition and Convention Center, Muang Thong Thani has been awarded the 'Thailand MICE Venue Standard' symbol in the Meeting Room category by **Thailand Convention and Exhibition Bureau** or 'TCEB' on January 29, 2015 at Meeting Room 1, **Millennium Hilton Bangkok**. TCEB conducted an evaluation among 72 MICE venues in Thailand's five MICE Cities including Bangkok, Pattaya, Phuket, Chiang Mai, Khon Kaen, and Hat Yai. 42 organizations and 114 meeting room have been certified as Thailand MICE Venue Standard.

IMPACT's 8 meeting rooms has met criteria; they are Royal Jubilee ballroom, Grand Diamond ballroom and Phoenix 1-6. The assessment and awarding ceremony aim to build confidence among both domestic and international organizers and choose Thailand for their MICE events as well as encourage MICE operators to develop their potential.

TCEB has developed the Thailand MICE Venue Standard (TMVS) to serve as a role model to create a unified ASEAN MICE Venue Standard for wider regional application.

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