

Index Creative sets up Myanmar unit

THE NATION

TO SUPPORT its expansion plan in Myanmar, Thai event organiser Index Creative Village has formed a new subsidiary for exhibition and fair management on top of its existing marketing arms.

"ICVex is our newly established professional exhibition organiser to build local business-to-business events and consumer fairs ranging from small to large scale in key cities in Myanmar," Kreingkrai Kanjanapokin, founder and co-chief executive officer of Index Creative Village, said yesterday.

ICVeX will work with other strategic units of Index Creative Village to set up trade fairs and exhibitions in the neighbouring country.

Nucharin Paradeevisut, managing director of ICVeX, said it had prepared for the Myanmar International Education Fair; Myanmar HoReCa (Hotel-Restaurant-Catering) and Myanmar International Food & Beverage fair in July; Myanmar MediHealth & Wellness in August; Myanmar Architect & Decor in September; and Myanmar Auto Plus, Automobile & Auto Salon in October.

Because of economic expansion in Myanmar, both large and small enterprises are looking for marketing channels, she said. The exhibitions and trade fairs will allow them to meet international business partners who want to start doing business in the country. "We hope to encourage the growth of all industries," she said.

ICVeX says its strengths are its readiness for trade-fair and exhibition management, expert personnel, and business partners with know-how in marketing, planning, communications, strategy and public relations.

First-year revenue is forecast at about Bt100 million, with 80 per cent of the investment from Thailand and the rest from foreign concerns.