

Chiang Mai Mice get sugar industry boost

Chiang Mai's meetings, incentives, conventions and exhibitions (Mice) industry will get additional support from the 29th International Society of Sugarcane Technologists (ISSCT) Congress, scheduled for December.

The sugar-cane industry congress, to be held from Dec 2-11, is set to generate 139 million baht for the northern city and attract 1,500 delegates and visitors from 80 countries, said the Thailand Society of Sugarcane Technologists (TSSCT).

The ISSCT Congress 2016 will showcase the latest innovations and research and development related to sugar-cane cultivation and sugar production. The event will be organised at the Chiang Mai International Exhibition and Convention Centre.

Thai farmers will be given the opportunity to visit the exhibition in order to pick up on the latest trends in sugar-cane farming and production, said Cherdpong Sirivich, chairman of the congress organising committee for ISSCT Congress 2016.

Vichaya Soonthornsaratoon, convention



Lights and fountains adorn the Chiang Mai International Exhibition and Convention Centre, where the ISSCT Congress 2016, a world sugar cane forum, will be held. PATTARAPONG CHATPATTARASILL

director at the Thailand Convention and Exhibition Bureau (TCEB), said organising the ISSCT Congress 2016 in Chiang Mai will help drive Thailand as a Mice hub in Asean, while offering promotional opportunities not only for Chiang Mai, but other major

Mice destinations like Bangkok, Pattaya, Phuket and Khon Kaen.

"Chiang Mai has a lot of potential to become a major Mice city and a hub in northern Thailand to cash in on growing demand after the formation of the Asean

Economic Community," she said.

The state plans to promote local Mice activities and encourage both government agencies and private companies to conduct seminars and meetings to stimulate domestic Mice business.

The TCEB backed the bid to host the ISSCT Congress 2016 in Thailand and TSSCT and NCC Management & Development are the event's co-organisers.

The congress consists of three major parts including: (1) a pre-congress tour from Dec 2-4 to visit the Khon Kaen Agricultural Research and Development Center at Khon Kaen University, the Mitr Phu Khieo sugar mill, the Mitr Phol Sugarcane Research Center and Khon Kaen Sugar Industry Plc; (2) the ISSCT Congress 2016 from Dec 5-8 at the Chiang Mai International Exhibition and Convention Centre; (3) a post-congress tour from Dec 9-11 to visit the Thip Sukhothai sugar mill and Kaset Thai International Sugar Corporation in Sukhothai and Nakhon Sawan provinces, respectively.