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IMPACT unveils “Business Direction 2024 – 2025” plan to expand base to receive world-class events and concerts

IMPACT unveils “Business Direction 2024-2025” plan, announces growth strategy to embrace MICE industry, expands base to receive world-class events and concerts

Reporters reported that according to data from the Thailand Convention and Exhibition Bureau (TCEB), it shows that in the fiscal year 2024 (October 2023-September 2024), the MICE industry tends to grow continuously. It is expected that Thailand will have revenue from this industry of up to 200,000 million baht in 2025. The expansion of the strategy in the next 3-5 years will focus on creating new business opportunities.

IMPACT Exhibition Management Co., Ltd. has revealed its operational plan under the name “Business Direction 2024-2025” to support the growth of the MICE (Meetings, Exhibitions and Events) industry, including the organization of world-class concerts.

Mr. Paul Kanjanapas, Chief Executive Officer of IMPACT Exhibition Management Co., Ltd., said that according to the vision of developing the IMPACT empire into a Smart City, we are ready to continue organizing lively activities. In the overall picture of the trust over the past 10 years, there has been steady growth, with a total exhibition area of 479,761 sq.m. and a net exhibition area of 122,165 sq.m.

This has caused Impact to accelerate the construction plan for the Sky Entrance project connecting the Pink Line MRT station and the Impact Challenger building, which will be an indoor walkway connecting the MRT station and the Impact Challenger building. The progress of the Sky Entrance project is currently 62.6% complete and is expected to be completed by February 2025.

This is another factor supporting the growth of IMPACT GROWTH REIT, the largest exhibition and convention center in ASEAN, which will have a positive effect on expanding the customer base, especially in foreign markets such as China, India, Vietnam, and Korea, with plans to continuously organize world-class events this year.

Mr. Paul also cited the growth in the Entertainment group, which is expected to see revenue increase from 224 million baht in 2019 to approximately 380 million baht in 2024, while Incentive events are expected to grow from 123 million baht in 2023 to approximately 250 million baht by the end of this year.

IMPACT GROWTH REIT has a market share of more than 50% of the total conference and exhibition organization in the country. In 2024, the trust will celebrate its 10th anniversary with stable management and continuous dividend payments despite the Covid crisis.

IMPACT is confident that it will become a world-class convention and event center, and is ready to expand its customer base to new markets both domestically and internationally to create continuous growth in the future.

Read the original news: [IMPACT lays out the plan "Business Direction 2024 – 2025" to expand the base to receive world-class events and concerts](#)