

# • Ms. Supanich THIANRING

**Director, Meetings and Incentives Department,  
Thailand Convention & Exhibition Bureau (TCEB)**

Ms. Supanich THIANRING commenced her journey in the Meetings, Incentives, Conventions, and Exhibitions (MICE) industry in 2008 when she embarked on a transformative chapter with the Thailand Convention and Exhibition Bureau (TCEB). During her nearly ten-year tenure, Supanich immersed herself in diverse roles, working with multinational corporations and international firms.

Supanich has played a pivotal role in shaping the direction of Thailand's meetings and incentives sector. Her expertise lies in crafting innovative solutions and fostering meaningful partnerships to drive sustainable growth and success. Under her leadership, the department has witnessed remarkable advancements, cementing Thailand's position as a premier destination for business events in Southeast Asia.

Supanich's vision is centred on a strong commitment to cultivating significant partnerships, establishing strategic alliances, and enhancing Thailand's global MICE competitiveness. Her principles of leadership focus on collaboration, innovation, and sustainability, with the goal of revitalising Thailand's MICE industry to set new standards of excellence. Driven by a shared purpose and a collective ambition, Supanich Thiansing is determined to lead Thailand's meetings and incentives industry on a transformative journey towards greater success and prominence on the global stage.

