

**Welcoming Remarks by Ambassador Nopadol Gunavibool,
At the “Inspiring Thailand” event
6 November 2014, 17.00 hrs., at the Ambassador’s residence**

Ladies and Gentlemen,
Friends of Thailand,

Welcome to today’s “Inspiring Thailand” evening.

You may wonder why we call this event Inspiring Thailand. The simple answer is that we want to show you **how Thailand today can be a source of inspiration** for you and your business partners during MICE activities.

Thailand is called the **World’s Capital of Hospitality**, for good reasons. Last year we welcomed **26.5 million tourists**, a 18.7% increase from 2012. **More than 100,000 of these are from Belgium**, a 6.5% increase from the previous year.

The factors why many foreigners love Thailand go beyond our **beautiful sandy beaches, golden temples, shopping paradise**, or even the **traditional hospitality** of the Thai people who are at ease to connect and to make our guests feel at home.

Deeper than those obvious attributes are **a vibrant, creative and modern Thailand**, which is still **deeply rooted in local wisdom, Buddhist and Eastern philosophies**. It offers **world-class infrastructure and efficient workforce** for the success of any MICE event, while never fails to impress upon their visitors **the quality and value** in its caring touch and innovative supplement to your events.

Inspiration is indeed the name of the game in our MICE business.

You are all invited to be our partners the many business potentials that Inspiring Thailand can offer. Please let us know what the Royal Thai Embassy, and – if I may say on behalf of our colleagues today – the TCEP and THAI Airways International – can be of any support to you.

I would like to also invite you to a journey to discover Thailand, and one lucky person will be winner of **today's tombola drawing** to win a round trip ticket from Brussels to Bangkok complimentary of Thai Airways. A dynamic and innovative Thailand with diversified MICE products awaits you.

Before the substantive presentations by my colleagues here, we have a **pleasant surprise for you - as an introductory glimpse into Inspiring Thailand.**