

## Article 5: AMVS, Competitiveness for ASEAN MICE region

### ASEAN MICE Venue Standard

#### *4 Ways the AMVS is helping to Drive Success for the ASEAN MICE industry*

It has been widely remarked that the 21<sup>st</sup> century is the ‘Asian Century’, thanks to the rapid emergence – and re-emergence – of a number of key economies. This has brought with it many opportunities for business success in ASEAN, allowing the region to tap in to demand for high quality MICE events that open the doors of ASEAN to international business.

Inspired by this opportunity, 18 months ago ASEAN embarked on a landmark collaborative effort to raise the standard of MICE events across the region, bringing to life the goal of ‘One Vision, One Identity, One Community’. It was at the historic Meeting of ASEAN Tourism Ministers held in December 2014 that Thailand Convention and Exhibition Bureau – or TCEB – was assigned the task of taking the lead in generating a stronger, multilateral understanding of industry standardization before introducing the ground-breaking new ASEAN MICE Venue Standard (AMVS).

The AMVS will help to drive success for the ASEAN MICE industry in four key ways:

#### **By Building on Solid Foundations**

The creation of the AMVS is in line with the broader ASEAN strategy of each member state utilising its strengths to help develop the region. As the largest and most profitable exhibition market in ASEAN and a meetings, incentives and conventions leader, Thailand – and TCEB – is spearheading the development, thanks to the successful implementation of the Thailand MICE Venue Standard – Meeting Rooms (TMVS), which was the first of its kind to launch in ASEAN in 2015. A wide range of Thai MICE operators now use TMVS as a tool to take full advantage of the opportunities presented by the ASEAN Economic Community (AEC).

With the Standard now successfully up and running, TCEB is working to promote the TMVS in Thailand’s five key MICE cities, by collaborating closely with the International Standards Organisation (ISO). TCEB is also expanding the TMVS to become the Exhibition MICE Venue Standard, and has already conducted public hearings, enabling the bureau to enhance the plan to best serve the needs of all stakeholders.

#### **By Delivering World’s Best Practice**

Benchmarked against globally recognized best practice, the AMVS will give MICE stakeholders the peace of mind they need to ensure their business event is delivered at a global standard, wherever it may be across ASEAN.

The AMVS will apply 55 ‘key indicators’ to meeting rooms in hotels or resorts: 32 indicators covering physical setting – such as how the meeting space is organized, and the availability of break-out rooms – 10 indicators covering technology – from lighting systems, to the emergency power – and 13 ‘services’ indicators such as advanced-booking services and staff foreign

language skills. Once implemented in 2017, TCEB will ensure that each of the criteria outlined by the AMVS is upheld by all participating venues, offering a guarantee of excellence.

### **By Enabling Greater Collaboration**

In addition to the development of the AMVS, the process itself has enabled extensive collaboration between ASEAN member states, through a series of three high-level ‘Special Meetings on AMVS’ – held on 4 December 2014, 21-22 December 2015, and 25-26 February 2016. These dialogues enabled delegates from Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar and Thailand, among others, to reach consensus on a number of key areas, helping to align the AMVS with other ASEAN Tourism Standards, and enabling feedback to be given on the draft Manual for Assessment and Certification of AMVS and the ASEAN MICE Venue Standard, prepared by Thailand in consultation with the ASEAN Secretariat. In addition, the 43rd ASEAN Tourism Meeting held in Manila, Philippines on 18-19 January 2016, agreed that the ASEAN MICE Venue Standard was to become part of the ASEAN Tourism Strategic Plan 2016-2025.

### **By Fostering Public-Private-People Partnerships**

Talented event professionals are the heart and soul of the business events world, and are front and centre in the implementation of the AMVS. Intellectual exchange will equip each member state with the tools they need to see their event professionals thrive, giving ASEAN an even greater competitive edge. The AMVS will drive this success in two key areas: Personnel Engagement, which focuses on developing Public-Private-People Partnerships and raising the capabilities of practitioners, and MICE Knowledge Engagement, which focuses on MICE knowledge sharing, especially in MICE venue management.

As we approach the end of the second decade of the 21<sup>st</sup> century, and as the world is focused on the opportunities presented by the ASEAN Economic Community, the importance of a consistent, high quality business events industry across ASEAN has never been greater. With a united effort, all ASEAN stakeholders and their business events clients will be able to benefit from a comprehensive AMVS, helping to realize the vision statement of the ASEAN Tourism Strategic Plan 2016-2025: “By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience.”

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