



Thailand Showcase 2024: Unleashing Thai Creativity

Vendor Guide

Background

In 2021, the Royal Thai Embassy, London, in collaboration with Thai businesses in the UK, launched the “ThailandinUK Marketplace”, the first ever digital Thai town providing online marketing channels for Thai SMEs/MSMEs in the UK. The ThailandinUK Marketplace received overwhelming interest and support from the Thai community both in the UK and Thailand, as well as increasing interest from the media and businesses. The group has now expanded to more than 9,000 members, with around 300 businesses and services registered.

Since 2022, the Royal Thai Embassy and its official partners brought the “ThailandinUK Marketplace” offline to the UK public as “Thailand Showcase” at the Canopy Market, King’s Cross, London. This three-day event showcased Thailand’s soft power in every aspect, from food & beverage to culture, from arts to tourism. The estimate footfall was 33,000 people in 2022 and 40,000 in 2023. Media visibility was estimated at around 8.8 million viewers in 2022 and 9.2 million viewers in 2023. Income generated from the event was estimated to be around GBP 100,000 for participating vendors and SME/MSMEs.

Concept

The Thailand Showcase 2024 will be held under theme “**Thailand Showcase 2024: Unleashing Thai Creativity**”, which will showcase Thailand’s sustainable innovation and creative economy through the exhibition of Thai art, design and technology. This year’s event will comprise four key Thai soft power elements:

- **Taste of Thailand** (street food style): Specially selected vendors selling high-quality and authentic Thai food, beverages and other products.
- **Thai cultural shows:** Exclusive performances of Thai classical and modern dances from all regions of Thailand and other cultural shows.
- **Amazing Thailand:** Our co-organising partners including the Tourism Authority of Thailand, and Thai businesses in the hospitality industry, will showcase virtual experiences of traveling to Thailand. Prizes and special promotions, especially those related to hospitality and travel to Thailand, will also be offered, including, among others, free return air tickets and staycation at our partners hotels.
- **Innovative Thailand:** Thailand's advancement in the field of technology and innovation will be showcased so that visitors can see the progress the Kingdom has made towards Thailand 4.0 and a low-carbon economy.

To view digital materials on Thailand Showcase, please visit:

<https://www.facebook.com/groups/thailandinuk>

https://www.youtube.com/watch?v=xxeKI_BajMM

<https://www.youtube.com/watch?v=1p1maAKkNcs>

Thailand Showcase 2024 Overview

- **Dates:** 28th - 30th June 2024
- **Opening Ceremony:** 28th June 2024, 12.00 - 13.00 hrs.
- **Trading Hours:** 28th June: 12.00 - 20.00 hrs. / 29th & 30th June: 11.00 - 18.00 hrs.
- **Venue:** Canopy Market, West Handyside Canopy, London

Benefits

- **Extensive Public Exposure:** With an anticipated footfall of more than 40,000 visitors and a media outreach of more than 9.2 million people, participating vendors will enjoy significant visibility among a wide audience.
- **Community and Networking:** Connect with other Thai entrepreneurs and other potential partners in the UK.

Space Allocation

Vendors will be allocated one of the following stall options:

1. Market Stall: 2400mm x 1800mm, including a counter and covered workspace behind the counter.

2. Mobile Stall (Thai Cart): 1335mm x 295mm, with workspace behind, subject to product suitability and availability.

**Additional equipment can be arranged through the event organiser at an additional cost.*

Required contributions from all vendors

1. Products and/or services valued at £400 or more for the event's raffle and game prizes.

2. Other in-kind contributions are also welcome.

Required Documents

To ensure a safe and compliant trading environment, vendors must submit the following documents to the Royal Thai Embassy by 21st June 2024:

1. Certificate of Public Liability Insurance (Standard cover £5,000,000),
2. Certificate of Employers' Liability Insurance (Standard cover £5,000,000),
3. Fire Risk Assessment (If applicable), and
4. Risk Assessment covering all stall operations.

Application Process

Vendors interested in participating in the event are invited to submit a completed vendor application form together with sample photographs of their products and/or services, pricing information, explanation of how their offerings align with the event's theme, and other information as specified in the application form. All products sold at the market must be Thai products. Products showcasing innovation, creativity, and design will be given special consideration. For more information and further inquiries, please contact Pressoffice@thaiembassyuk.org.uk.

Royal Thai Embassy, London

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