



VEGA INTERTRADE AND EXHIBITIONS



Message from Chairman

It is my pride and honor being the chairman of Vega Intertrade and Exhibitions, as one of the leading Asian organizer in the Middle East region. We have held up our value and standard in providing service to our customers with our professionalism and dedications. We conduct our business with the integrity to help create mutual relations and benefits for business trades, while encouraging growth in the exhibition business industry.

We believe in our mission and values in delivering success to you. We are working with strong determination and striving to be the best in the region. With our capabilities and qualifications, we ensure to offer you with the highest level of quality service, and provide you with the best business solutions to lead your organization to a prosperous future.

Saeed Daghash Matar Ghdayer AlKetbi,
Chairman



Message from Managing Director

Since the establishment of Vega Intertrade and Exhibitions until present, the company has been rapidly growing with remarkable success in both trade and consumer exhibitions. We are highly committed to strive for the best reputation and deliver the best services to assist our customers to next level of success in exhibition industry.

“Our goal is to be the ASEAN’s leading Exhibition & Event organizer in the MENA region”

Over the past of several years, Vega Intertrade and Exhibitions has continuously created its great success through the nonstop expansion in organizing exhibitions and events in the Middle East, even during world’s economic recession.

We are continuing our mission by creating business value through our customer satisfaction. To exceed each customer’s satisfaction, we focus our concern on the highest service quality by providing professional service-minded administrative and operation team. We work closely with our customers to build reliable relationship by providing consultant and seeking for solutions to help with their business decisions and planning. We also bring together supportive alliances, both of private and government sectors, as our mutual long term business companions. These elements are the important keys which are contributing to the success of our business.

We promise that we will constantly improve ourselves and take on new challenges to increase our value with our best effort, creativity and uniqueness.

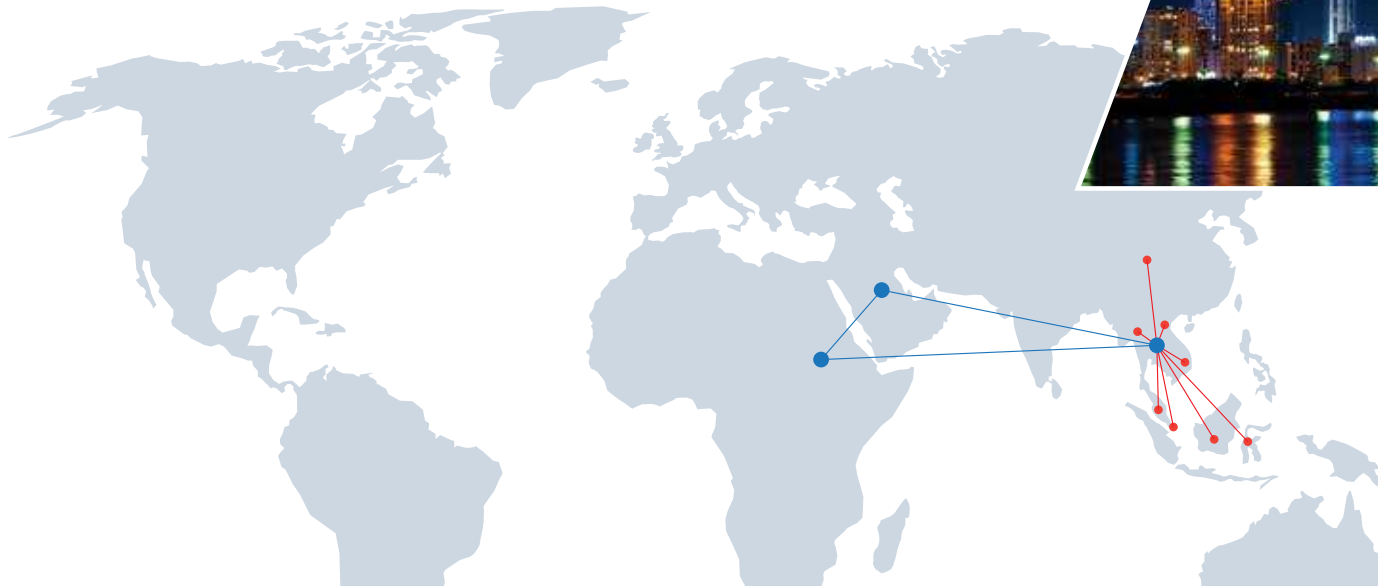
Akavut T.kusolwong [Tony]
Managing Director

OUR VISION

To be "The ASEAN's Leading
Exhibition & Event Organizer in
Middle East & North Africa Region"

OUR MISSION

To create and uphold our values in business
through strong determination and perfection
of our professional service.



OUR BACKGROUND

Vega Intertrade and Exhibitions was established in 2003 in Thailand and has been renowned for its success in creating business opportunities for Thai SMEs in the Middle East market.

In 2011, Vega Intertrade and Exhibitions expanded its office base to Dubai, with the objective of expanding the resources and business opportunities in the region.

Vega Intertrade & Exhibitions, as the pioneer in the Middle East market of exhibition, is now one of the most reliable exhibition and event organizer, specializing in the MENA region. We have over 10 years of experience and expertise in developing and organizing international exhibitions and events. Our remarkable achievements have been recognized through significant success in representing and hosting many major exhibitions and pavilions in different countries. We have acquired credibility throughout the years with numerous business alliances and support from various government officials in Thailand, ASEAN countries, and the Middle East.

With our strong determination to be ASEAN's leading exhibitions & event organizer in MENA region, we are continuously developing our research in the global markets for powerful resources and opportunities to maximize the benefit of our customers. We provide integrated information, services, strategies, and networks for our customers to successfully establish and expand their business in the potential markets.

We are progressing with our full commitment toward excellence in providing services to our customers. We have set forth our goal to exceed the industry standard and constantly develop our dedicated team of professionals to adhere our commitment. At Vega Intertrade and Exhibitions, we are always ready to accompany our customers to their great success.



OUR BUSINESS

Vega Intertrade and Exhibitions provides the best solutions and services for your business in the international exhibition markets.

We are the pioneer in creating and organizing Thailand Pavilion at many exhibitions in the Middle East region. With our continuous creativity and strategic planning, we also take on more challenges in organizing several other Asian Pavilions, such as China, Philippines, Vietnam, Cambodia. We have proven our success in promoting the uniqueness of each country we represent through the design, construction, product showcase, and activities in each pavilions.

We are highly committed to our excellence in organizing trade shows and exhibitions. With our wide range of network and connection with various government parties and business organizations, we are aiming to further expand business opportunities for our customers. Our quality trade shows and exhibitions cover many different areas of business including both B2B and B2C.



2013

2014



1

TRADE EXHIBITIONS

We provide a full service in trade shows and exhibitions, including complete marketing tool and exhibition solution to our customers. We offer assistance from the beginning to the very end, to ensure customer satisfaction and success. We work closely with our customer in planning for exhibition, providing information, selecting products and services, arranging travel and accommodation, and creating promotional activities.

JEWELRY TRADE SHOW

Vega Intertrade and Exhibitions organizes more than 10 gems and jewelry trade shows in the Middle East annually. These trade shows offer valuable opportunities for exhibitors to connect directly with the potential buyers, as well as strengthening collaboration within the jewelry industry. We have initiated many new activities and proactive measures to help maximize our customer potentials in the jewelry industry, which have resulted in remarkable success.

One of the most successful activities is the "PLOI THAI Road Show", which includes the unique campaign and branding of PLOI THAI as the distinctive jewelry from Thailand being introduced into the Middle East market. The launch and placement of the road show campaign was arranged through jewelry exhibitions and elaborated with the amazing jewelry fashion show brought exclusively from Thailand.





CONSUMER EXHIBITION

We organize more than 30 leading consumer exhibitions in many GCC countries annually, generating significant growth in business opportunities and international trades.

THAILAND PAVILION AT GLOBAL VILLAGE-DUBAI, UAE

Global Village is one of the largest cultural entertainment and international shopping festival in the Middle East, hosted by more than 30 pavilions and over 6 million visitors each year. Vega Intertrade and Exhibitions has been trusted to represent and organize Thailand Pavilion at this festival for many consecutive years, with the warm support from both government and business sector.

ASEAN PAVILIONS

Vega Intertrade and Exhibitions is considered by government and business sectors in Asia and the Middle East to be a leading exhibition organizer specializing in the development of image and branding of distinctive pavilions. We have high capabilities in presenting and promoting the unique characteristics of each country's pavilion through different exhibitions and events. We offer complete services and integrated solutions to ensure full accomplishment in each project.



THAILAND EXHIBITION IN THE GCC COUNTRIES

Vega Intertrade and Exhibitions constantly develop new ideas and have initiated many new projects including the launch of "Thailand Exhibition" and "Thailand Festival" in many countries around the GCC area with the objective to introduce the essence of authenticity and branding the identity of Thai culture and Thai products to local consumers. The success of this unique project provides a road map to our development of many other exhibitions in the MENA region.





3

EVENT ORGANIZING & MARKETING SERVICE

With our team of professionals with experience and expertise in the event organizing, we understand the intricacies of each event organizing and the importance in achieving great impression. We provide creative and powerful events with our professional services to fulfill our customer satisfaction. We have earned creditability from the success of many important events organized for both government and private sectors.

We also provide a wide range of marketing services from product promotions and advertisements, road shows, seminars, public relation service, to marketing materials such as banners, posters, brochures, and other printing materials.

ThailanDee
THE MEDIA TO REACH THE MIDDLE EAST





Ploi Thai Road Show (26 Mar, 2013)



Thailand Kitchen of the World (30 Sep, 2013)



TAT Songkran Festival (25 Mar, 2013)



Amazing Tastes of Thailand (30 Sep, 2013)



Ploi Thai Road Show (1-5 Oct, 2013)



Press Conference "Thai-UAE SMEs : Growing up together" (20 Mar, 2013)



Design Pavilion @ 52nd BGJF (6-10 Sep, 2013)

4

BUSINESS CONSULTING SERVICE

We offer consulting service for our customers to help with business planning and decisions. We constantly expand our knowledge and resources to provide essential information in exhibition industry. We value our customer business and wish to accompany them on the road to success.





CONSUMER SHOW



Official Agent of Kuwait International Trade Fair – Kuwait
All consumer trade fairs



Ramadan & Eid Festival –Abudhabi

United Arab Emirates



Thai Products Fair –Fujairah

United Arab Emirates



Doha Trade Fair

Qatar



Autumn Trade Fair

Bahrain



Thai Festival Kota Baru

Malaysia



TRADE SHOW



The International Jewellery Fair

Kazakhstan

Gold & Jewelry Exhibition

Kuwait



MidEast Watch & Jewelry Show, Sharjah

U.A.E.



Jakarta International Jewellery Fair

Indonesia



Muscat International Jewelry Exhibition

Oman

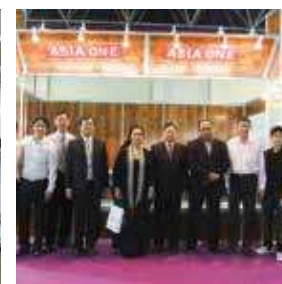


Surabaya International Jewellery Fair

Indonesia

The International Jewellery Fair 2014

Kazakhstan



FESTIVAL

Thailand Pavilion: Global Village 2003, Dubai-UAE

Thailand Pavilion: Global Village 2004, Dubai-UAE

Thailand Pavilion: Global Village 2004, Amman-Jordan

Thailand Pavilion: Global Village 2005, Amman-Jordan

Cambodia Pavilion: Global Village 2005, Dubai-UAE

Thailand Pavilion: Global Village 2007, New Delhi-INDIA

Thailand Pavilion: Global Village 2009, Dubai-UAE

Thailand Pavilion: Global Village 2010, Dubai-UAE

Cambodia Pavilion: Global Village 2010, Dubai-UAE

Thailand Pavilion : Global Village 2010, Alley-Lebanon

Thailand Pavilion: Global Village 2011, Dubai-UAE

Philippines Pavilion: Global Village 2011, Dubai-UAE

Thailand Pavilion: Global Village Dubai 2012, Dubai – UAE

Philippines Pavilion: Global Village Dubai 2012, Dubai – UAE

Vietnam Pavilion: Global Village Dubai 2012, Dubai – UAE

China Pavilion: Global Village Dubai 2012, Dubai – UAE

Thailand Pavilion: Global Village 2013, Dubai-UAE

Thailand Restaurant: the 1st Thailand Food Court in UAE, DUBAI-UAE



EVENTS

Press Conference "Thai-UAE SMEs growing up together" - Dubai

Songkran Splash Festival 2013 - Dubai

Ploi Thai Road Show 2013 - Sharjah

Thailand Kitchen of the World - Dubai

Amazing Taste of Thailand 2013 - Dubai

Thai Festival 2014 - Dubai



OUR TEAM

One of the key elements to our success is our dedicated team of professionals. Not only we ensure that we our team is qualified with experience and expertise in organizing exhibitions, they are also filled with passion and enthusiasm to give the best to our customers. Customer satisfaction is our most concern and substantial measure of our success.



OUR STRATEGIC ALLIANCES

- OUR COMPANIONS - OUR SUCCESS

We have established strong connections with various government entities and business organizations, both in Thailand and the Middle East. We have good support from many of our business alliances in many different industries. This helps broaden the potential opportunities and strengthen the capabilities at the international level. Our alliances also help provide credential and relations among government and private sectors.

Some of our distinctive alliances includes The Royal Thai Embassy, Royal Thai Consulate, Department of International Trade Promotion, Tourism Authority of Thailand, Thai Airways, Thai Chamber of Commerce, Thai Gem and Jewelry Traders Association, Thailand Business Council, Arab Business Council,...



OUR CSR POLICY

At Vega Intertrade & Exhibitions, we have established our business model to encourage positive contributions to the society and environment by developing and implementing responsible business practices. Our policy is to go beyond the interests of the company by considering a positive impact and embracing the responsibility of our company's actions.

- We ensure that our business activities are conducted with high integrity, under the general moral ethical standards.
- We value our employees, encourage passion and sense of ownership, recognize and reward their achievements.
- We respect our customers, suppliers and alliances by working with honest communications and consistent standards.
- We minimize any negative influences and impacts on the environment and communities, by searching for ways to conserve natural resources while improving our operational activities.
- We focus on providing educational and academic supports and engaging in projects that give social benefits our local communities.

We firmly believe in the ethical standard in business conducts as one of essential parts of the sustainable business success.



OUTLOOK VEGA





คำขวัญ... บาริซ วรวิธ... และเครือจักรภพ... ร่วมงาน... เมืองริวาดี...



เปิดหมู่บ้านไทย อัครวิทย์ ตั้งศิริกุลวงศ์ ประธานสถาบันธุรกิจไทยในสหรัฐ... 2556-2557... "Amazing Thailand"...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



Thai Pavilion in Dubai

Organisers expect billions of baht revenue from Global Village exhibition in Dubai

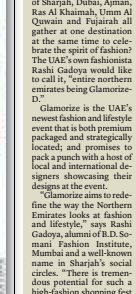
THE NATION... THE THAI Pavilion in Global Village Dubai has been attracting lots of interest... Organisers expect billions of baht revenue from Global Village exhibition in Dubai...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...

Glamorize focuses on fashion

DUBAI - What do you say when men, women and children from the emirates of Sharjah, Dubai, Ajman, Ras Al Khaimah, Umm Al Quwain and Fujairah all gather at one destination at the same time to celebrate the spirit of fashion? The UAE's own fashionista Rashi Gadaya would like to call it "tenth northern emirates being Glamorize-D."



โซฟานไทย... ร่วมงาน... 2nd PLOTH ROAD SHOW... 450 ราย...

Thailand pavilion a huge draw at Global Village

DUBAI - The Thailand pavilion has successfully received great attention on its big campaign at the Global Village Festival this year. The Raffle Draw campaign "Enjoy Thai Food & Win a Trip to Thailand" was launched in November last year to reward visitors as well as to promote Thailand tourism. The campaign is running for three months, ending on February 28 with the fabulous grand prize of 2 round trip tickets plus 3 days/2 night accommodation at a 5-star hotel. The anticipation and excitement of visitors to this Raffle draw has proven that Thailand is still holding its charm as one of the most "fascinating destinations" for tourists. Another interesting highlight being introduced this year at Global Village is the Thailand food court or Thailand Restaurant, located right across from Thailand pavilion. This is the first time in Global Village to have a separate and full scale of Thai food area as a newly developed concept. The food court is being developed in accordance with promotion of Thai government's concept of "Thailand - A Kitchen of the World", under the same management by Vegetarian and Exhibitions, the organizer of Thailand pavilion. Akavit T. Kusolkong (Top), Managing Director, Vega Intertrade and Exhibitions, the organizer of Thailand Pavilion - said, "Thailand Pavilion at Global Village this year can be considered as the largest Thailand pavilion in the world, being built on a 3,500 sqm area and consisting of more than 240 Thai exhibitors. Not only we focus on the construction of beautiful Pavilion with traditional decorations, we also focus on many of our performance and activities to enhance the experience of Thai traditional culture for our visitors. This year we decorate the Pavilion with the most famous Thai sculpture called "Hansuman's character from ancient Ramayana" to represent the beauty and strength of Thai culture and valuable tradition. In addition, we also have good supports from both of government and private sectors such as Royal Thai Embassy and Consulate, Tourism Authority of Thailand, Department of International Trade Relations, Thai Airways International, and Thailand Business Council. Together with these supports we can increase numbers of Thai investors and business opportunities for our exhibitors in UAE market."



VEGA INTERTRADE AND EXHIBITIONS

Office No. 220, 2nd Floor , Al-Ahbabi 2 Bldg. Al Qusais ,
P.O. BOX 233745, Dubai, United Arab Emirates
Tel: +9714-251-0451 Fax: +9714-251-0452
Email: info@vegainter.com
Website: www.vegainter.com