



'LUXURY ON SHOW AT MILLIONAIRE EXPO'

Eurasia Entertainment and Event (EEE) is holding the Thailand Millionaire Expo 07, featuring luxury products and a services trade exhibition, mostly from Europe, on November 1-4, as it is confident about the country's potential for trade in luxury items.

EEE's co-managing director Wim Reijnen said the event would feature luxury brands from 15 countries showcasing products and services in 12 categories. Eurasia Entertainment and Event (EEE) is holding the Thailand Millionaire Expo 07, featuring luxury products and a services trade exhibition, mostly from Europe, on November 1-4, as it is confident about the country's potential for trade in luxury items.

EEE's co-managing director Wim Reijnen said the event would feature luxury brands from 15 countries showcasing products and services in 12 categories including automotive, real estate, jewellery and fashion in a 7,100-square-metre area in the Royal Paragon Hall at Siam Paragon shopping complex.

He said Thailand still had a very good image among many European luxury brands in spite of recent troubles.

What happened in Thailand was small compared to many issues around the world, such as recent big protests in France and terrorism experienced in other countries, he said.

"Many people also warned us about the Thai economic slowdown in the past six months, saying consumers are holding on to their money. Yet it seems that consumers have already started to spend more, because they have been very patient with the situation for a while already," EEE's co-managing director Andreas Zwick said.

Another good indication of the economic situation was the stock market, he said. "Analysts from many countries are still happy with the performance of the

stock market in Thailand, although the country might be a little slower than near-by countries due to political problems. In addition, Thailand has a big advantage over other Southeast Asian countries as a renowned shopping destination that international tourists like to visit.

Arranging the expo at Siam Paragon will communicate the event's "luxury-lifestyle experience concept" as the shopping complex is known as a gigantic shopping destination.

Reijnen said visitors, both buyers and onlookers, would be able to explore brands that they had never seen in Southeast Asia. "Many of the brands actually have customers in the region who buy products through various channels. Attending the expo will enable exhibitors to have more business opportunities here and buyers to widen their business connections apart from allowing people to explore."

He said it would not be difficult to attract visitors because many luxury brands were well known to Thais and they could not see the brands easily unless they flew to Europe. Hence those brands would certainly be good magnets.

EEE even expects the expo to become a famous annual event and a stage for new high-potential Thai brands to showcase their products.

Zwick said it would be difficult to say how much cash flow the event would generate as this was the first time it had been held. All visitors also have to pay an entrance fee, but EEE has not finalised the fee yet.

It has allocated Bt20 million to arrange the event and build awareness mostly through magazines and newspapers as well as five-star hotels. European television journalists will attend.

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