

Press release

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Thailand Building Fair 2023 to build the future of work and living in November

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Taking place from 1 – 3 November at the Bangkok International Trade & Convention Centre (BITEC), Thailand Building Fair 2023 will run under the theme of “Building the future of work and living”, promising to showcase a diverse range of building and lighting products to the Thai market.

Thailand’s economic recovery over the last two years, as well as its projected GDP growth of 3.9% in 2023¹, has positive implications for the country’s building and real estate industries. The Thai Government has been making investments in infrastructure, which will lead to a high number of construction projects in the future.

Meanwhile, the government is also making efforts to entice foreign investment, including relaxing some restrictions on foreign ownership of property. This is a partial driver in the residential property market which saw a price index growth of 6.2% in Q3 2022, and the price of new builds is expected to rise by between 5% – 10% in 2023.²

In light of this promising market, the Thailand Building Fair is ideally placed to spur the development of the building industry in the country. This year’s edition will feature a variety of product categories serving the building industry, with a number of new product display areas to address the latest trends. One of which is the Building Tech Zone, which aims to highlight smart building technology and solutions to increase building efficiency.

Following from this theme, Ms Lucia Wong, General Manager, Messe Frankfurt (HK) Ltd, commented on the two new zones being introduced this year: “The strong growth of the Thai economy is welcome news for the building and real estate sectors. With the construction industry facing new challenges in streamlining operations and reducing costs, advances in technology have become integral for achieving success. The show is

¹ “Thai Economy to Accelerate in 2023 as Demand from Major Economies Picks Up, Tourists Return”, The World Bank, 28 June 2023, (Retrieved 25 September 2023)

<https://qr.messefrankfurt.com/15830>

² “Thailand Property Market Outlook 2023”, silk estate, 1 May 2023, (Retrieved 26 September 2023) <https://qr.messefrankfurt.com/452ee>

therefore returning at a perfect time for the industry, and the new Building Tech Zone will help to facilitate the transition to more smart technologies, increasing efficiency and resulting in a more profitable construction industry in Thailand.”

Another product zone making its debut at the fair is the Green City Zone, focusing on eco-friendly building solutions. Ms Wong continued: “At the same time, cities are at the frontier of climate change and the global push towards achieving net zero. Increasingly impacted by climate-related hazards, they have been decarbonising at a rapid rate. The Green City Zone at Thailand Building Fair 2023 will therefore highlight green and sustainable building technologies as well as solar-powered street lighting systems to bolster the environmentally friendly-development of urban areas.”

Alongside the exhibition, there is also a comprehensive fringe programme, with highlighted events such as “Innovator X Talk”. Some of the highlighted topics include the future trends of lifestyle, real estate, buildings & architectural design and net zero buildings. The show’s fringe programme will bring together top innovators in the construction, engineering and architecture industries. Speakers will explore net zero architecture as well as the “Building Energy Code (BEC) endorsed by Department of Alternative Energy Development and Efficiency, Ministry of Energy”, which regulates the design, modification, or change in the use of buildings to be more energy-efficient and adaptable to technological progress.

Thailand Building Fair 2023 once again has the support of numerous associations, academic bodies, government departments and media, helping to make the fair a success. Sponsors and supporters include:

Sponsors:

- Aldagram Inc. (KANNA)
- Harmony Group

Supporters:

- Department of Alternative Energy Development and Efficiency, Ministry of Energy
- Thailand Productivity Institute (FTPI)
- Department of Industrial Works, Ministry of Industry (Thailand)
- Amata Facility Services (AFS)
- Thailand Greenhouse Gas Management Organization (Public Organization) (TGO)
- The Building Inspectors Association (BSA)
- Thai Generator Association
- Thai IoT Association
- Thai Synchrotron National Lab
- The Consulting Engineer Association (CEAT)
- School of Architecture, Art, and Design – KMITL

- King Mongkut's Institute of Technology Ladkrabang (KMITL)
- Illuminating Engineering Association of Thailand (TIEA)

Media partners:

- Nation Group
- Green World Media
- Wazzadu

The show is held concurrently with Secutech Thailand, the leading fair for security and fire safety for commercial and industrial premises. The synergies between these fairs will ensure that a wider array of building and security professionals will be able to connect onsite and discover new business opportunities.

For more information regarding Thailand Building Fair, please visit www.thailandbuildingfair.com.

Thailand Building Fair is part of Messe Frankfurt's Light + Building Technology fairs headed by the biennial [Light + Building](#) event. The next edition will be held from 3 – 8 March 2024 in Frankfurt, Germany.

For more information on Light + Building shows worldwide, please visit <http://www.brand.light-building.com>.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters in Frankfurt am Main, the company owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com.