



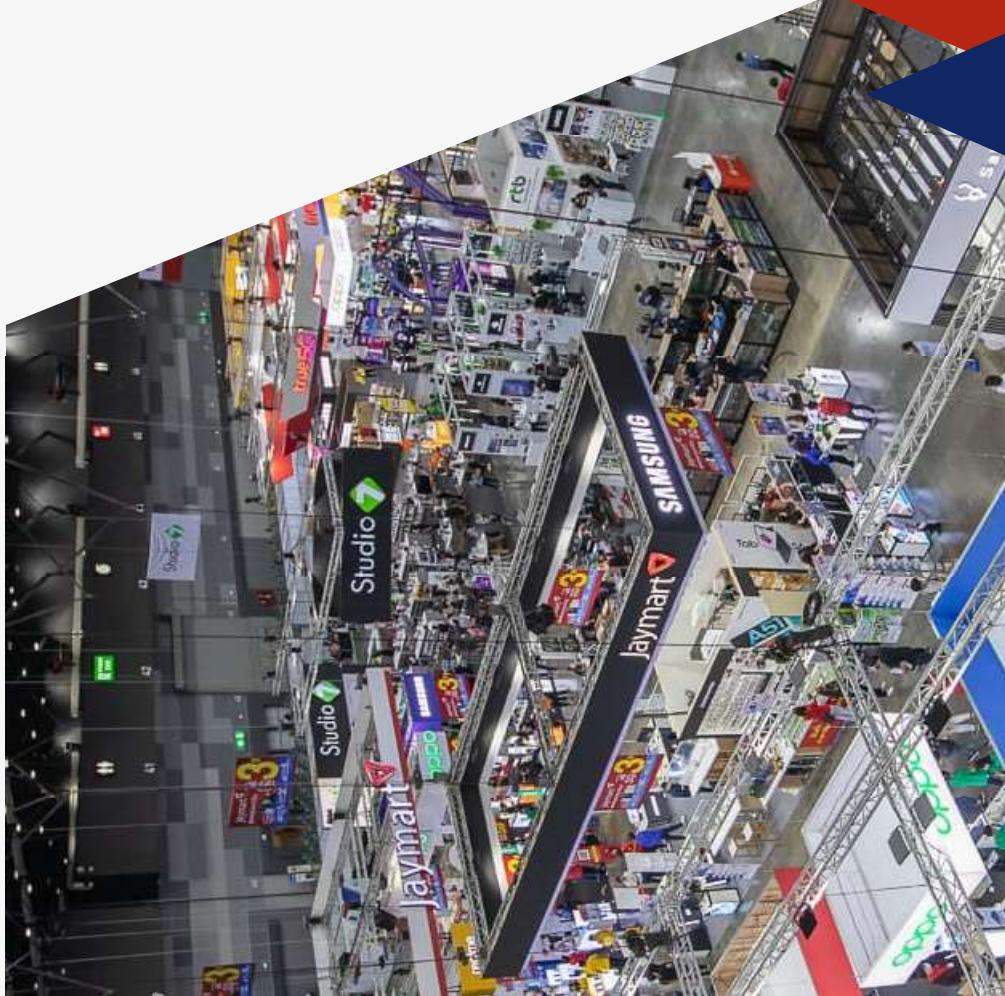
From Membership to Purpose: The Future of Associations

**Building Relevance, Advocacy & Leadership
in the Modern Era**



About TEA

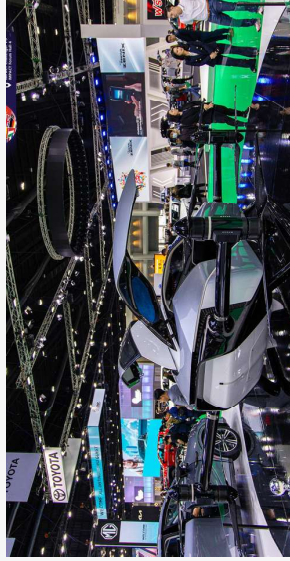
- ▶ Founded in 1977
- ▶ 4 Groups....Organisers, Venues, Service Providers & Freight Forwarders
- ▶ About 100 members
- ▶ Link Thai Industries with Global markets



TEA Vision

All-Inclusive, All-Responsive & Forward Thinking Association

- ▶ **Grow Our Association & Industry**
- ▶ **Drive Innovation & Digitalization**
- ▶ **Establish and develop local & international networks**
- ▶ **Advocate for sustainability & regenerative events**



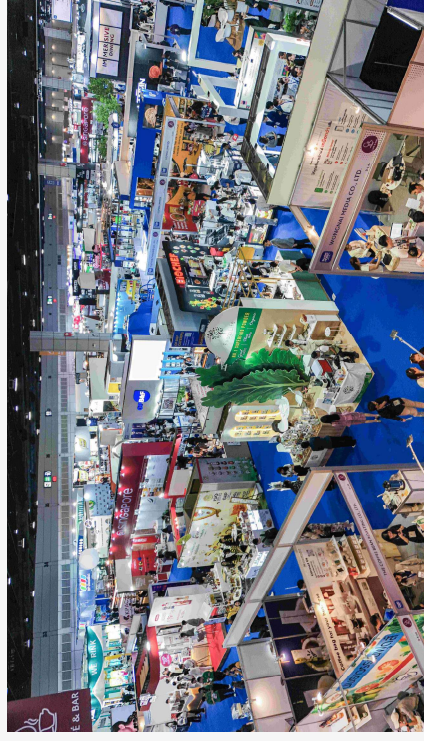
TEA Executive Committee/Sub-Committee

- ▶ **Marketing & PR Committee – International & Domestic**
- ▶ **Members Relations Committee**
- ▶ **Standards & Sustainability Committee**
- ▶ **Innovation & Technology Committee**
- ▶ **Young Professional Club Committee**



SNAPSHOT OF THAILAND EXHIBITION INDUSTRY (2024)

- ▶ **199 Exhibitions (57% Consumer, 43% Trade)**
- ▶ **25.6 million sqm sold (65% Consumer, 35% Trade)**
- ▶ **Average Occupancy of 4 key venues (33%)**



The New Role of Associations –Leadership

Associations must go beyond membership.

- ▶ We are no longer just membership bodies.
- ▶ We must be **purpose-driven leaders**.
- ▶ Our purpose:
 - Unite diverse voices into **collective influence**
 - **Build communities**
 - **Guide industries toward growth** and sustainability



Purpose Needs Relevance – Staying Valuable

Purpose without relevance has no impact.

- ▶ Members expect **real value**:
 - Policy impact
 - Business opportunities
 - Actionable insights
- ▶ If we don't adapt, we risk irrelevance.
- ▶ Associations must become **year-round growth** platforms, not just **event organizers**.



Advocacy Redefined – It is not lobbying

Advocacy is storytelling with credibility and data.

- ▶ Advocacy ≠ lobbying
- ▶ It's about:
 - Data-backed storytelling
 - Credible leadership
- ▶ Through platforms like **AFECA**, collective advocacy in Asia becomes **stronger globally.**



The Future: Agility, Inclusion & Technology

Thriving associations will be agile, inclusive, and tech-enabled.

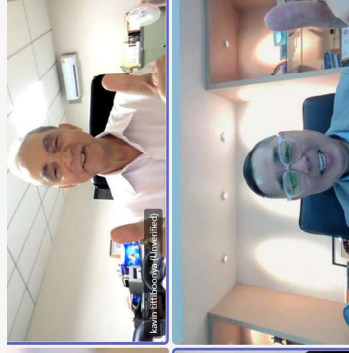
- ▶ Technology will not replace associations...
 - But **associations that use technology** will replace those that don't.
- ▶ Embrace digital tools to remain:
 - **Responsive**
 - **Forward-looking**
 - **Member-centric**



The Vision Ahead

Associations as engines of growth and leadership.

- ▶ Stay **responsive** and forward-looking
- ▶ Remain **vital engines** of growth, relevance, and advocacy
- ▶ Shape **industries, economies, and communities** across Asia and beyond



Conclusion



“ We are no longer just membership organizations
— we are purpose-driven platforms for relevance,
advocacy, and leadership. ”

Let's lead with purpose. Let's grow together.

