



Press Release

DITP announces “STYLE Bangkok October 2019”, the fifth edition of its successful trade fair, the region’s biggest and the most complete lifestyle event



Bangkok, 16 September 2019: The Department of International Trade Promotion (DITP), Ministry of Commerce, is underlining its commitment to and success in organizing Asia’s most stylish lifestyle trade fair, “**STYLE Bangkok October 2019**”, which will take place from 17-21 October 2019 at the Bangkok International Trade & Convention Centre (BITEC), Bangna. Spread over more than 41,000 square meters and

with 1,800 booths, it expects to draw some 50,000 participants from 70 countries and see purchase orders worth more than 2 billion baht placed. The trade fair aims to boost the country’s image as the destination for international lifestyle products, support economic stability and increase total export value by not less than 3 percent.

Speaking at the press conference Ms. Banjongjitt Angsusingh, Director General of the Department of International Trade Promotion, Ministry of Commerce, said: “DITP plays an important role in supporting the Thai economy through promoting exports and services and penetrating the international market. It is also tasked with supporting new SMEs, and carrying out the department’s policies in order to maintain the present market, revive the old, and expand into new ones.

“In October 2017, the Department of International Trade Promotion held the ‘STYLE’ trade fair, merging the country’s three leading annual trade fairs, namely BIFF&BIL, BIG&BIH, and TIFF, into a new showcase for modern lifestyle products in a proactive strategy to not only develop and support international trade but also to respond to the new demands of the world market. Statistics clearly reveal that over the past few years, lifestyle products have become one of our country’s most important exports. In 2018, exports of lifestyle products accounted for an estimated US\$12.310 billion, or Bt400 billion, about 4.8% of total exports.



Ms. Banjongjitt Angsusingh
 Director General
 The Department of International
 Trade Promotion

“The lifestyle trade fair is therefore an important opportunity to promote export products and boost economic growth. Last April, we hosted ‘STYLE Bangkok’, which was highly successful for all the manufacturers, entrepreneurs, importers and exporters and designers, both Thai and foreign, drawing in excess of 45,000 visitors and achieving purchase orders of more than Bt2.23 billion.



Press Conference Fashion Show

“DITP is carrying forward that success with STYLE Bangkok October 2019, which will be held from October 17-21 at BITEC, Bangna. The fair brings together a vast selection of lifestyle products featuring fashion, furniture, gifts, home décor and household goods as well specific designs for mothers and children, pets and for the elderly that respond to the demands of the general public, architects, interior designers, designers, as well as business groups and special projects such as the hotel industry, restaurants and galleries. In addition, the fair will show off the ability of Thai entrepreneurs to respond to the increasing demands of the world market for raw materials, production quality and creative ideas. More than 800 leading brands are participating in the event spread over 1,800 booths,” Banjongjitt said.

DITP is confident that the trade fair will draw the attention of both the local and international business sectors, exporters and importers, as well as designers. The fair is not only interestingly organized but also offers such attractive attributes as reasonable accommodation, a variety of food, good services, convenient transportation and safety.

“We hope to welcome no fewer than 50,000 visitors from 70 countries and receive purchase orders of some Bt200 million. I’m confident that this fair will help us achieve our goal to attain export growth of at least 3 per cent in line the government’s plan,” says the director general.

The press conference also featured a Mini Talk Show on “New Marketing Opportunities and Channels to Expand Lifestyle Products” by special guest speakers Ms Vannaporn Ketudat, Deputy Director of DITP, Mr Sakda Saengkanha, Managing Director of Maligoods Co.,Ltd., and fortuneteller Pennung Wongpudorn.



Mini Talk Show on “New Marketing Opportunities and Channels to Expand Lifestyle Products”

Leading brands that will be presented at “STYLE Bangkok October 2019” include home decoration brand Korakot by Korakot Aromdee, renowned fashion label Pichita by Pichita Boonyaratapan, bag, stationary, and ecofriendly designs under Anek Kulthaveesap’s Labrador label and well-known skincare brand Puri.

The trade fair features a range of highlights including eco-friendly products and modern designs that match the trend for so-called spiritual power. Visitors will also be able to explore specific fashion and lifestyles products created from the original ideas of experts, such as the Curated Fashion Incubation, and the Material Solution project, plus niche products tailored to target groups. They include functional products specifically designed for elders, mothers and children and for pets and respond to the needs of every lifestyle.



STYLE Bangkok October 2019 takes place from 17-21 October at the Bangkok International Trade & Convention Centre (BITEC), Bangna, Thailand. The first three-days from October 17 to 19 are reserved for trade, while October 20 and 21 are open to the public. Find out more at www.stylebangkokfair.com, Tel : 1169 and Facebook: www.facebook.com/stylebkkfair/.

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