



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES



THAILAND
**HEALTH, FITNESS &
WELLNESS EXPO 2027**

 a **JAND** event

3RD - 6TH June

QUEEN SIRIKIT NATIONAL CONVENTION CENTER, BANGKOK



THAILAND
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THE SHOWCASE OF HEALTHY LIVING & WELL-BEING

THAILAND HEALTH, FITNESS & WELLNESS EXPO 2027

3RD - 6TH JUNE

Thailand Health, Fitness & Wellness Expo 2027 will bring together leading brands, exhibitors, consumers and industry professionals across the health, fitness, wellness, lifestyle and well-being sectors.

Held at Queen Sirikit National Convention Center, Bangkok, the Expo will be open to both the public and trade audiences, with over 10,000 attendees and 40+ exhibitors expected.

Expenditure on holistic health and wellbeing is one of Asia's fastest-growing consumer trends.

In Thailand, the wellness economy was valued at THB1.4 trillion in 2023, according to the Thailand Wellness Economy Report 2025 - with consumers investing in fitness classes, wellness products, wearable devices, health apps, organic and natural foods, supplements, recovery, beauty, mindfulness and lifestyle experiences.

Thailand Health, Fitness & Wellness Expo 2027 is designed to bring these fast-growing sectors together in one high-energy event, creating a platform where brands can showcase products, launch campaigns, build relationships and connect directly with health-conscious audiences.

The Expo is expected to attract fitness enthusiasts, wellness consumers, lifestyle advocates, trade buyers, media, influencers and members of the public looking for new ways to improve how they look, feel, move and live.

Position your brand at the centre of one of Asia's most exciting lifestyle sectors and connect directly with the consumers, businesses and decision-makers shaping the future of health, fitness and wellness in Thailand.





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THE SHOWCASE OF HEALTHY LIVING & WELL-BEING

EVENT AT A GLANCE

4-DAY EVENT

3rd - 6th June 2027

40+

exhibitors

BANGKOK

Queen Sirikit National
Convention Center

10,000+ ATTENDEES

Public and trade audience

EVENT HIGHLIGHTS

-  SPORTSWEAR FASHION SHOW
-  GROUP FITNESS CLASSES
-  LIVE ENTERTAINMENT AND DJ SESSIONS
-  HEALTHY LIFESTYLE SEMINARS
-  MASTERCLASSES AND LIVE DEMONSTRATIONS
-  SPONSOR AND EXHIBITOR NETWORKING EVENTS
-  HEALTHY COOKING WORKSHOPS
-  WELLNESS, FITNESS AND LIFESTYLE EXPERIENCES
-  CONSUMER ENGAGEMENT OPPORTUNITIES





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PACKAGES

Thailand Health, Fitness & Wellness Expo 2027 offers a comprehensive commercial sponsorship and partnership programme for brands looking to connect with Thailand's growing health, fitness and wellness market. We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to the Thailand Health, Fitness & Wellness Expo 2027
- 1 x Presenting Sponsor with naming rights to the Thailand Health, Fitness & Wellness Expo 2027

TIER 1: HOST SPONSOR - SOLD

- 1 x Host Sponsor with hosting rights to the Thailand Health, Fitness & Wellness Expo 2027

TIER 2: CO-SPONSORS

- 6 x Co-sponsors from non-competing categories to the Thailand Health, Fitness & Wellness Expo 2027

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- 10 x Official Suppliers providing goods / services essential to the Thailand Health, Fitness & Wellness Expo 2027
- 10 x Media Partners providing advertising / guaranteed editorial essential to the Thailand Health, Fitness & Wellness Expo 2027



TIER 4: LOCAL PARTNERS & HEALTH & LIFESTYLE MARKET SUPPORTERS

Packages for Bangkok and Health & Lifestyle Market businesses

EXHIBITION ONLY PACKAGES

Packages to exhibit at Thailand Health, Fitness & Wellness Expo 2027



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RIGHTS

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

WHO SHOULD SPONSOR?

 BICYCLE BRANDS

 COSMETICS

 FINANCIAL SERVICES

 GYM EQUIPMENT

 GYMS & SPORTS CLUBS

 HEALTHY FOOD & BEVERAGE

 HEALTHY LIFESTYLE PRODUCTS

 HOTELS

 HOSPITALS

 INSURANCE

 SUPPLEMENTS & SPORTS NUTRITION

 SPA & BEAUTY CENTRES

 SPORTSWEAR

 WELLNESS HOTELS & RESORTS





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THE EXPERIENCE

Thailand Health, Fitness & Wellness Expo is spread over four days. Activities include:

WORKSHOPS

Thailand Health, Fitness & Wellness Expo 2027, has several workshops and seminars including:

- Advanced Sport Conditioning Toolbox
- Dynamic Sport Warm-Up For Strength & Power
- Sport Core
- One-on-One Partner Training
- Strength Ball Training
- Sports Balance
- Yoga

SEMINARS

- Youth Fitness & Athletic Programming
- Training The Client With Diabetes
- Veganism For Fitness & Athletic Performance
- Empowering Clients To Make Lifestyle Change





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LOCATION

QUEEN SIRIKIT NATIONAL CONVENTION CENTER

Located in the heart of Bangkok, the Queen Sirikit National Convention Center provides a world-class new venue for the Thailand Health, Fitness and Wellness Expo 2027.

Following its major redevelopment, QSNCC has been purpose-built for large-scale exhibitions, conferences, cultural events and international gatherings. The venue features eight expansive exhibition halls, four plenary rooms, four ballrooms and 50 meeting rooms, offering the scale and flexibility to accommodate events of all sizes.

For an event dedicated to health, fitness, wellness, lifestyle, nutrition, performance and personal well-being, QSNCC provides the ideal environment to bring together brands, exhibitors, industry leaders, consumers and media in one high-impact setting.

Strategically situated beside Benjakitti Park and Lake, the venue offers a rare sense of space and calm within Bangkok's vibrant city centre. This setting is especially fitting for a wellness-focused event, combining modern exhibition facilities with an environment that reflects lifestyle, balance and well-being.

QSNCC is directly connected to the MRT Blue Line via Queen Sirikit National Convention Center station, making it easily accessible from across Bangkok for visitors, exhibitors, delegates and international guests. It is also surrounded by numerous 4- and 5-star hotels, dining establishments, shopping centres and business districts, offering convenience for both organisers and attendees.

As the Expo continues to grow, QSNCC reflects its ambition and energy: modern, dynamic, highly accessible and designed for large-scale engagement. Its premium facilities, central location and international reputation make it the perfect setting for the next stage of the Thailand Health, Fitness and Wellness Expo in 2027.

www.qsncc.com/en/





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LOCATION

BANGKOK

Bangkok, the capital of Thailand, is one of the world's most vibrant and visited cities. Known for its Buddhist temples, majestic riverside, historic neighbourhoods, world-class shopping districts and renowned hospitality, the city offers a unique mix of culture, commerce and lifestyle.

With strong infrastructure, international air links and an established reputation as a leading MICE destination, Bangkok regularly hosts major conferences, exhibitions, summits, sporting events and international business gatherings. Its modern transport network, extensive hotel sector and central role within Southeast Asia make it an ideal location for large-scale consumer and trade events.

For the Thailand Health, Fitness and Wellness Expo 2027, Bangkok provides the perfect backdrop. The city's energy, international appeal and growing focus on lifestyle, well-being, fitness, nutrition and personal health make it a powerful setting for brands, exhibitors, industry leaders and visitors to connect, discover new trends and experience the future of wellness in Thailand.

www.visit.bangkok.go.th/





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WHY GET INVOLVED?

Thailand Health, Fitness & Wellness Expo 2027 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, from advertising in the top health, fitness & wellness publications and international newspapers to gaining extensive press coverage in leading lifestyle titles, the Expo is widely promoted across both international and local stages.

Beyond print and online coverage, the organisers are currently finalising broadcast, streaming and radio coverage. Direct mails, e-newsletters and the promotion of the Expo's news via social media are all used to communicate with target audiences.

Thailand Health, Fitness & Wellness Expo 2027 is a perfect opportunity to boost a company's profile among the influential decision-makers in the well being, health and fitness industries.

A company's participation in Thailand Health, Fitness & Wellness Expo 2027 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.



Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- publicity through the Expo's marketing campaign
- access to a health and fitness network
- adding value to a brand's marketing campaign
- generating direct access to target markets



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WHY GET INVOLVED?



BRAND EXPOSURE

The opportunity to integrate with Thailand Health, Fitness & Wellness Expo 2027.

NAMING RIGHTS
TO THE EVENT

EVENT BRANDING

EXHIBITOR
PRESENCE

WORKSHOP /
SEMINAR BRANDING



BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of Thailand Health, Fitness & Wellness Expo 2027 TV broadcast and streaming programme, being finalised.



MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.



THAILAND HEALTH, FITNESS & WELLNESS EXPO 2027 MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.





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WHY GET INVOLVED?

ADVERTISING

ONLINE - Thailand Health, Fitness & Wellness Expo 2027 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign will begin months before the Expo, focusing on key professionals from the industry, news, lifestyle and business publications enhanced with editorial content.

PR & CONTENT

Thailand Health, Fitness & Wellness Expo 2027 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As with Exhibitors; Fun Challenges; Celebrity and Expert Speaker Features; Expo Highlights; Onsite Promotion; Press Conferences; and Charity Links.

The PR campaign ensures wide coverage both during and after the Expo and will feature:

- Media engagement and editorial in business publications and health, fitness & wellness magazines
- Features on the Expo
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

DIGITAL & SOCIAL RIGHTS

Exposure through...        





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WHY GET INVOLVED?



MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Thailand Health, Fitness & Wellness Expo 2027 Goodie Bags.



HOSPITALITY & NETWORKING RIGHTS

Thailand Health, Fitness & Wellness Expo 2027 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Bangkok - an excellent way to do and promote your business.



INVITATIONS

Invitations will be mailed to qualified VIP guests internationally and regionally, as well as being distributed to Sponsors, Exhibitors and Media Partners.



EXPERIENTIAL RIGHTS

Bangkok attracts thousands of visitors in June and with it huge opportunities for Sponsors & Partners to promote their products and services. The visitors provide Sponsors with a mixture of: High Net Worth Individuals from media celebrities to business entrepreneurs from all industries; corporate high flyers from media and advertising; tourists; and local population.





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THAILAND'S WELLNESS ECONOMY

Thailand's wellness economy is entering a powerful new phase of growth, creating major opportunities for brands, sponsors, exhibitors and investors across the health, fitness, beauty, lifestyle and well-being sectors.

For the Thailand Health, Fitness & Wellness Expo 2027, this market growth provides a strong commercial platform. The Expo brings together the sectors shaping Thailand's wellness future, from fitness, nutrition, activewear, beauty and recovery to holistic health, wellness technology, lifestyle brands and consumer well-being.

As consumer demand continues to grow, the Expo offers sponsors and exhibitors direct access to a highly relevant audience at a time when wellness is becoming a mainstream economic force in Thailand. It is not a niche category. It is a fast-growing lifestyle economy, and the Thailand Health, Fitness and Wellness Expo 2027 is positioned to connect brands with the people, trends and opportunities driving that growth.

SECTOR GROWTH

According to the Thailand Wellness Economy Report 2025, Thailand's wellness economy was valued at THB1.4 trillion in 2023, positioning the country among the top 10 wellness economies in the Asia-Pacific region. The market has shown strong momentum, with an average annual rate of growth of 8.62% from 2020 to 2023, reflecting a sector being reshaped by changing consumer behaviour and lifestyle demand.

Wellness tourism is one of the most visible drivers of this growth. Total wellness trip expenditure more than doubled year-on-year, rising from THB194 billion in 2022 to THB419 billion in 2023. International travellers are playing an increasingly important role, with their share of wellness-related trips rising from 23% to 40% over the same period.



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THAILAND'S WELLNESS ECONOMY

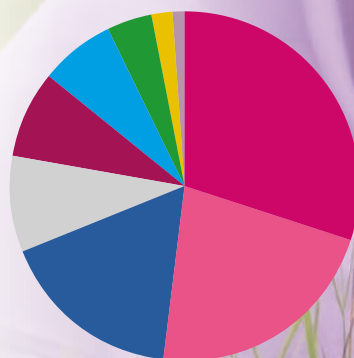
PART OF EVERYDAY LIFE

Importantly, wellness in Thailand is no longer limited to spas, retreats or specialist health resorts. It is becoming part of everyday life, influencing how people eat, travel, exercise, dress, recover, look after their mental well-being and make purchasing decisions. This shift is creating a broader and more commercially attractive market for companies operating across multiple consumer sectors.

KEY WELLNESS SEGMENTS

Key wellness economy segments in Thailand include:

- Tourism (30%)
- Nutrition and weight management (22%)
- Aesthetics and beauty (17%)
- Traditional and complementary medicine (9%)
- Fitness and physical activity (8%)
- Medical tourism (7%)
- Spa (4%)
- Mental health (2%)
- Real estate (1%)



Source: Thailand Wellness Economy Report 2025



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VISITORS

The Expo will attract both consumers and business audiences, offering the Exhibitors and Sponsors alike the very best opportunity to showcase their products to:

- Fitness enthusiasts
- Personal trainers, fitness, group exercise, yoga, pilates and martial arts instructors
- Sports coaches, strength and conditioning specialists, physical education teachers and allied team members
- Physiotherapists and other healthcare practitioners
- Fitness, health club, sports club and yoga studio owners and managers
- Sports and exercise science faculty members, graduates and students

EXHIBITORS

A large range of exhibitors will participate in the Expo, making it an impressive showcase of fitness and healthy lifestyle products.

Exhibitors will include;

-  Bicycle Brands
-  Gym Equipment Manufacturers
-  Gyms & Sports Clubs
-  Healthy Food & Beverage
-  Healthy Lifestyle Products
-  Hospitals
-  SPA & Beauty Centres
-  Sportswear
-  Supplements & Sports Nutrition Stores
-  Wellness Hotels & Resorts



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INVENTORY OF RIGHTS	PARTNER LEVEL			
	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 1 HOST SPONSOR SOLD	TIER 2 CO- SPONSOR	TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] Thailand Health, Fitness & Wellness Expo 2027 in association with [Presenting Sponsor]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] Thailand Health, Fitness & Wellness Expo 2027 in association with [Presenting Sponsor]" for PR and advertising use		Yes		
Rights to title "[Co-Sponsor Name] Official Co-sponsor of [Title Sponsor] Thailand Health, Fitness & Wellness Expo 2027 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Supplier / Media Name] Official Supplier / Media Partner [Title Sponsor] Thailand Health, Fitness & Wellness Expo 2027 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Company name incorporated in event logo	Yes			
Category Exclusivity	Yes	Yes	Yes	
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use Thailand Health, Fitness & Wellness Expo 2027 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
EVENT BRANDING				
Logo at and around the event	Yes (in proportion)	Yes (in proportion)	Yes (in proportion)	Yes (in proportion)
Logo included in advertising boards of all sponsor logos at the event	Prominent	Less Prominent	Less Prominent	Less Prominent
Logo included in advertising boards of all sponsor logos (4m by 3m) around Bangkok	Prominent	Less Prominent	Less Prominent	Less Prominent
Logo included in Media Interview area backdrop branding	Yes	Yes	Yes	Yes
Logo included in banners in Expo bar & restaurant	Yes	Yes	Yes	Yes
Logo on Thailand Health, Fitness & Wellness Expo 2027 officials' clothing	All	Yes		
Naming rights to any Thailand Health, Fitness & Wellness Expo 2027 Preview	Yes			
Opportunity to brand a Workshop and / or Seminar	Yes	Yes	Yes	
Use of backside of tickets for advertising purposes (at Sponsor's cost)	Yes			

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 1 HOST SPONSOR SOLD	TIER 2 CO- SPONSOR	TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Logo on VIP, media & staff passes	Yes	Yes	Yes	
MEDIA, PROMOTION & PR RIGHTS				
Logo on literature pre / post events, website, stationery etc.	Yes	Yes	Yes	Yes
Programme advertisement	2 Full Pages	1 Full Page	½ Page	
Brand name mention and logo in Thailand Health, Fitness & Wellness Expo 2027 press information and advertisements	Prominent	Less Prominent	Less Prominent	Less Prominent
Inclusion in any TV / Radio advertisement / documentary produced				
Inclusion in any marketing / sales materials				
Logo on advertising in Media Partner publications				
Representative to speak at press conferences	Yes	Yes		
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Q&As, Insta & FB posts	Prominent	Less Prominent	Less Prominent	Less Prominent
Logo inclusion in any APP produced by the event	Prominent	Less Prominent	Less Prominent	
Forwarding of promotional materials to Expo's database	Yes	Yes	Yes	Yes
EXPERIENTIAL RIGHTS				
Opportunity to purchase Exhibitor booth at event and promotional staff	Yes	Yes	Yes	Yes
Promotional literature at the event	Yes	Yes	Yes	Yes
Sampling	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
VIP Lounge tickets	20 per party	15 per party	10 per party	
MERCHANDISING RIGHTS				
Logo on Official Thailand Health, Fitness & Wellness Expo 2027 T-shirt	Yes	Yes		
Insertion of promotional material or product sample into goodie bag (If applicable)	Yes	Yes	Yes	





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LOCAL PARTNER & HEALTH, FITNESS & WELLNESS MARKET SUPPORTER PACKAGES

We have a limited number of opportunities for Bangkok based Partners and Health, Fitness & Wellness Market Supporters at the following levels, which offer branding and hospitality benefits.

LOCAL PARTNERSHIP

- Use the event's name / logo in your own publicity (e.g. "Local Partner of...")
- Logo / link on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- Logo on event poster / billboards (Bangkok coverage)
- 2 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

HEALTH, FITNESS & WELLNESS MARKET SUPPORTERS

- Use the event's name / logo in your own publicity (e.g. "Official Supporter of...")
- Company name / link on event website sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster / billboards (Bangkok coverage)
- Company name in media partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

EXHIBITOR OPTIONS

Participating in Thailand Health, Fitness & Wellness Expo 2027 is the best opportunity to gain access to the fast growing well being market in South East Asia and beyond.

Booking is now open for exhibitors. The following Booth's are available.

Booth Size
9 - 12 SQ.M.
Availability
24 Units

Booth Size
15 - 18 SQ.M.
Availability
2 Units

Booth Size
30 - 35 SQ.M.
Availability
4 Units

For bookings see
www.thailandhealthandfitnessexpo.com



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ORGANISERS

JAND Events is a multinational team of Thailand-based professionals passionate about events.

Led by CEO David Hayes who has over 30 years experience in the events, hospitality and travel industries, the team combines a diverse range of backgrounds and has organised a plethora of high profile events, including the Kata Rocks Superyacht Rendezvous.

Operating throughout Thailand, JAND Events is a trading division of JAND Group Co., Ltd. with its head office in Phuket.

JAND's goal is to deliver unrivalled service and creativity with client satisfaction at the heart of everything it does.

jandevents.com

CONTACT

JAND EVENTS

9 / 17 MMB Building, Moo 6,
Thepkasattri Road
Ratsada
Muang
Phuket, 83000
Thailand
Tel. +66 7660 0225
Fax: +66 7660 1320
jandevents.com
www.thailandhealthandfitnessexpo.com

David Hayes
CEO
(English Speaking)
email: david.h@jandgroup.com
Tel. +66 7660 0225 / +66 9 8670 9007

Patcharaporn Siengsanoa (Ploy)
Sales & Marketing
(Thai / English Speaking)
email: patcharaporn.s@thailandhealthandfitnessexpo.com
Tel. +66 7660 0225

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel. / Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole
Managing Director
(English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan
Personal Assistant
(Thai / English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949