



VISITOR REPORT

Event Date : **18-21 March 2026**

Venue : BITEC Bangkok | Hall 103-104



thailand industrial fair



www.thailandindustrialfair.com

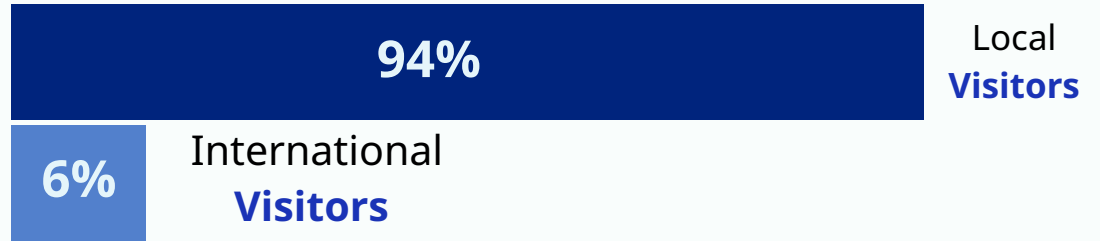
SUPPORTED BY :



♂ Male **58.40%** ♀ Female **41.60%**

Total Visitor

6,090



Job Position

Business Owner / CEO **32.8%**

Manager **16.3%**

Marketing & Sales **13.4%**

Purchasing **8.1%**

Top 10 Visiting Countries (excluding Thailand)



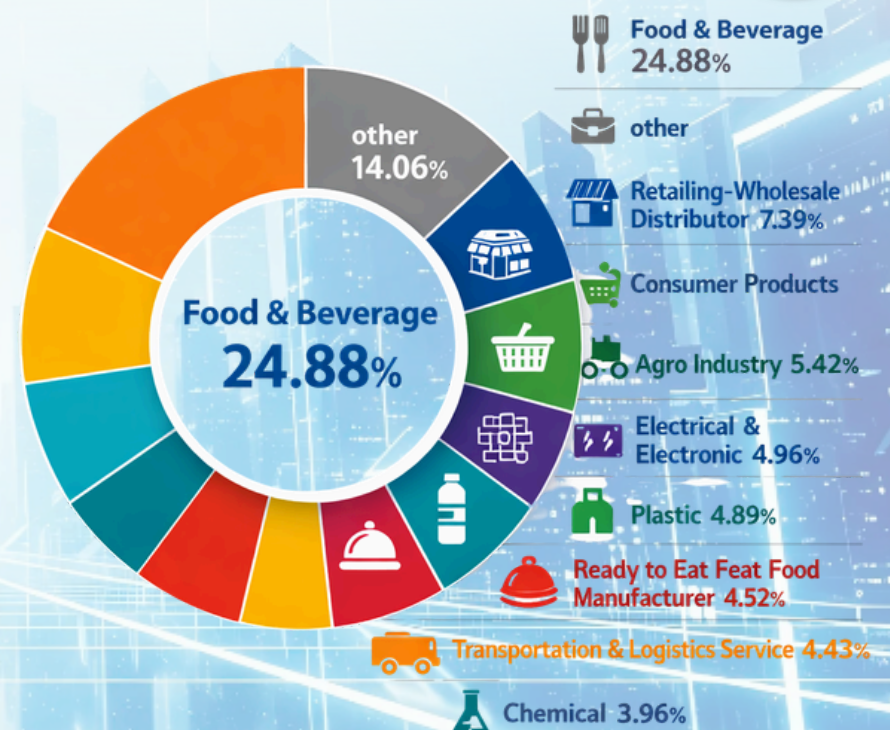
Decision-Making Roles

- Participants in the decision-making process. **37.21%**
- Those with the power to make decisions. **31.35%**
- Purchasing. **13.38%**
- Not involved in the decision-making process. **18.06%**

Purpose of Visit

- Looking for new products technology and services **50.08%**
- Place an order **25.75%**
- Gain information for specifying future purchase **11.20%**
- Extend business network **4.89%**
- Looking for Distributor **3.96%**
- Evaluate show for future participation **2.32%**
- other.. **1.81%**

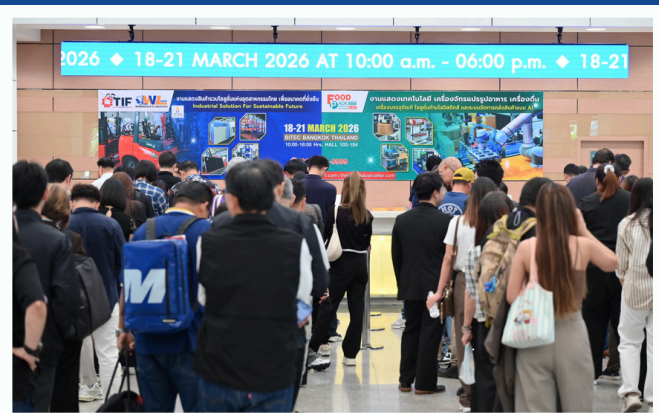
Visitor Analysis by industry



OPENING CEREMONY



Overall Show Atmosphere



Tech Talk & Seminar





**SEE YOU
NEXT YEAR 2027**

10-13 MARCH 2027

BITEC BANGKOK

HALL 101 -102

10.00 A.M. - 18.00 P.M.