

## Fair Information

<b>Event Name</b>	<b>International Innovative Craft Fair 2015 (IICF 2015)</b>
<b>Objective</b>	The event focuses on the trade promotion of folk crafts & Arts and innovative design which are made by domestic and international craftsman and artisan in the communities including SMEs, young designer, and entrepreneurs. The event also provides activities to enrich knowledge on international trend and marketing related to craft industry.
<b>Theme</b>	<b>Thailand-ASEAN &amp; International Craft Connectivity</b> Arts & crafts are part of culture that express people's lifestyle in South-East Asia and other regions. In 2015, ASEAN Community is expected to connect ASEAN countries more closely in many aspects. IICF 2015 would be one of the great event to fulfill that expectation not only experience and knowledge sharing on arts and crafts but including trend, design, and business partners.
<b>Opening Ceremony</b> 19 March 2015	

**Duration**

19-22 March 2015  
(10.00-20.00 hrs.)



**Venue**

BITEC Exhibition & Convention Center

**Organizer**



**SACICT**

The Support Arts and Crafts International Centre of Thailand (Public Organization)  
59 Moo 4 Changyai District, Bangsai , Ayutthaya 13290, Thailand

**Tel**

+66 (035) 367-054-059

**Fax**

+66 (035) 367-050,367-051

**Website**

[www.sacict.or.th](http://www.sacict.or.th)

1. Fabric and Apparels
2. Pottery
3. Basketry
4. Jewelry and accessories
5. Gifts and home decorations
6. Other innovative craft products



## Product Categories



<b>List of Exhibits</b>	<ol style="list-style-type: none"> <li>1. Show's Participants: <ol style="list-style-type: none"> <li>1.1 SACICT's members : Producers, Exporters Designers, Young designers, Importers, Artisans</li> <li>1.2 Alliance's members : Department of International Trade Promotion, Design and Objects Association, Green group, Universities</li> </ol> </li> <li>2 Invited Lecturers: representatives from private sector</li> <li>3 Shows from the product demonstration: Expert specialists focusing on production technique training</li> </ol>
<b>List of Participating Countries</b>	Thailand, ASEAN, East Asia, Europe
<b>Number of Exhibitors</b>	Minimum 280 booths from both domestics and overseas
<b>Major Activities</b>	<ol style="list-style-type: none"> <li>1. Exhibition &amp; Display about bibliography and products of Craft-master and Artisan included working demonstration</li> <li>2. Exhibition &amp; Activities of modern and innovative craft such as 1)SACICT Craft Trend 2)Innovative Craft Award 3)Innovative Craft Award : ASEAN Selection 4)SACICT Prototype Design</li> <li>3. Seminar ASEAN Craft Trend Talk</li> <li>4. Business Training &amp; Seminar for SMEs</li> <li>5. Domestic and International Trading Zone</li> <li>6. D.I.Y Handicraft Workshop</li> <li>7. Business Matching Zone</li> <li>8. SACICT Mobile Gallery</li> </ol>
<b>Exhibition Area</b>	9,600 sqm.
<b>Visitor Profile</b>	<ol style="list-style-type: none"> <li>1. 3R Groups : residential group, resort group and restaurant group</li> <li>2. Representatives from the government and private sector interesting on craft products. Interior Designer, Architecture and handicraft sourcer</li> <li>3. Buyers, importers, traders, retailers, distributors, wholesalers, department stores, restaurants, resorts and hotels, local consumers and foreign tourists</li> </ol>
<b>Number of Visitors</b>	Over 20,000 visitors
<b>Special Service</b>	Shuttle bus from BITEC to Skytrain's station
<b>More Information &amp; Contacts</b>	Marketing Department / Mr.Noppol Puchpradit Tel : 081-780-1141 Fax : 035-367-050-1 E-mail : marketing_sacict@hotmail.com