



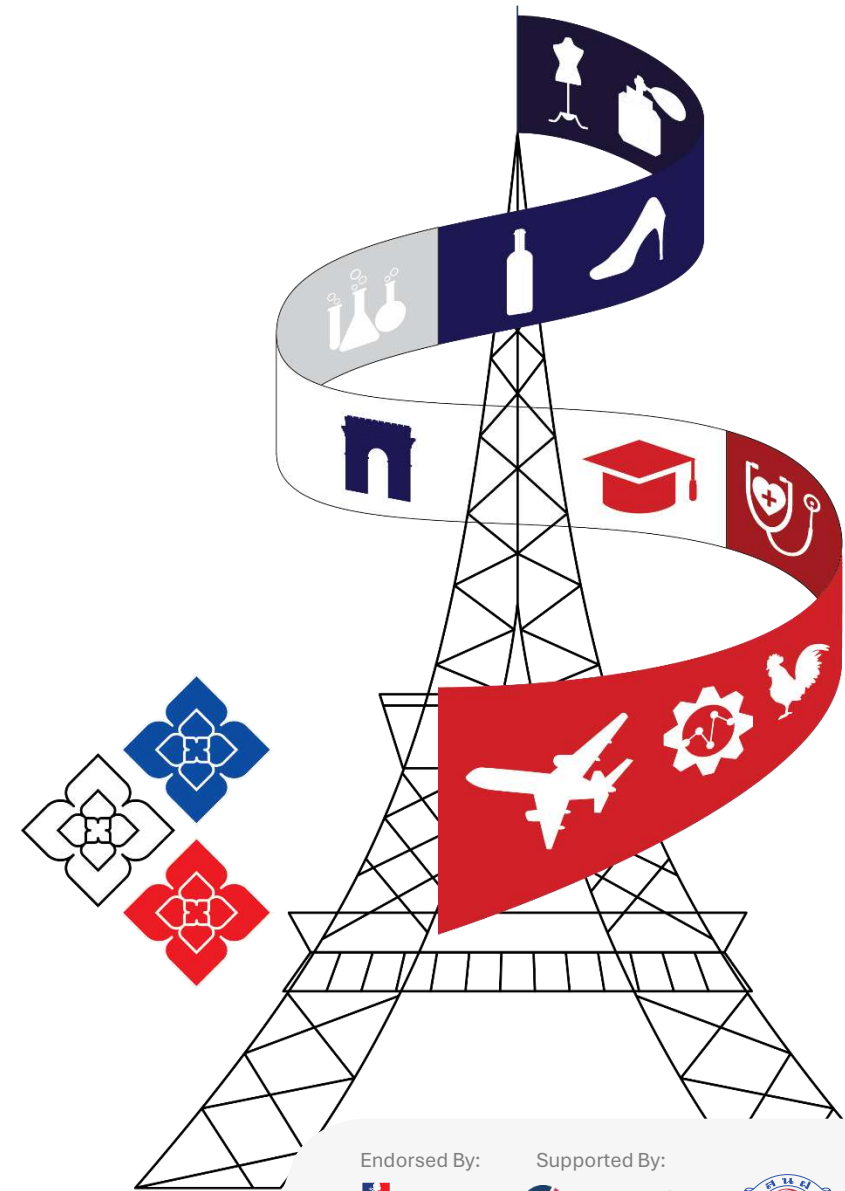
# Bonjour FRANCE EXPO 2025

Thailand's exclusive showcase of French innovation, products, lifestyle, and culture.

**4-7 December 2025**

10:00-20:00 Hrs.

**Hall 5, QSNCC**



Endorsed By:



Supported By:

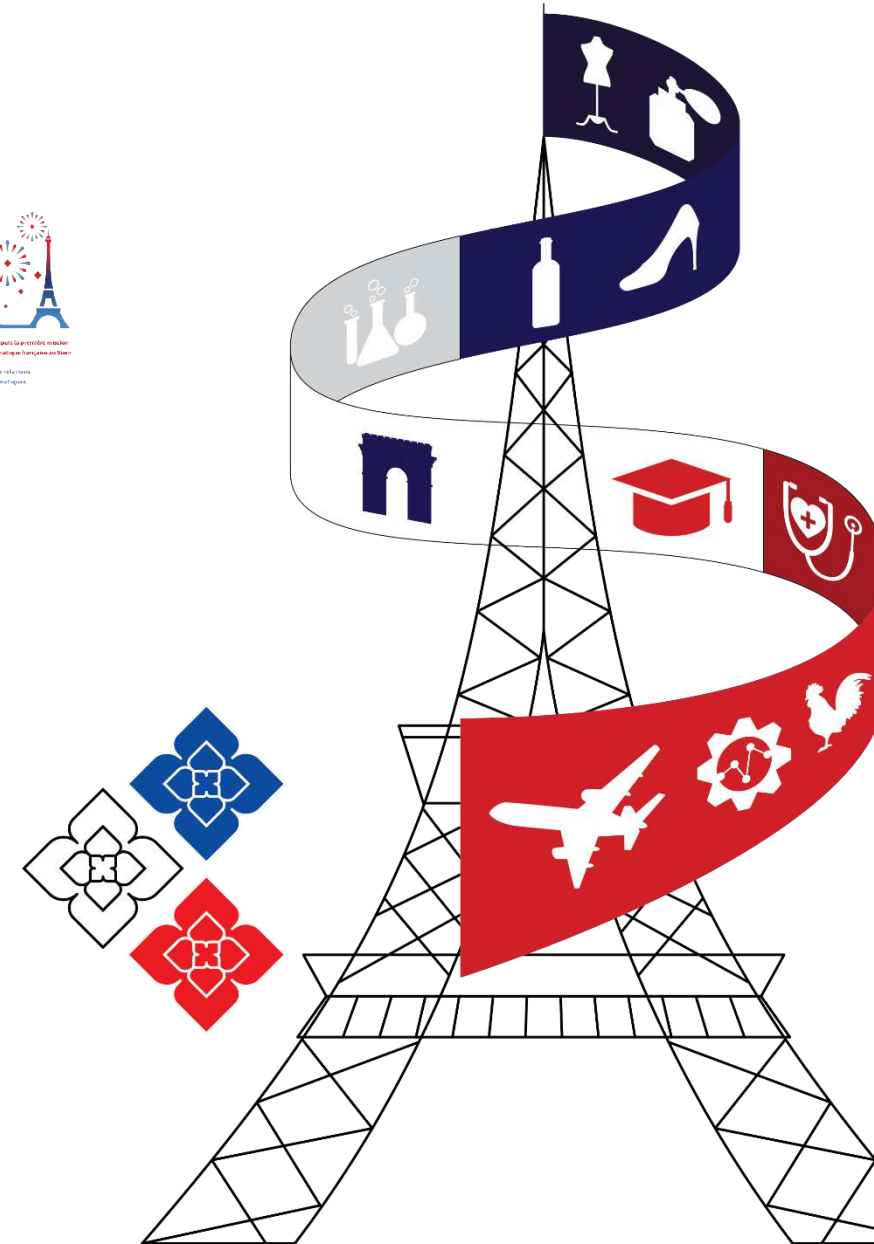


Organized By:



# Objective:

- **Commemorate Historical Ties:**  
Celebrate the 340th anniversary of Kosa Pan's historic visit to France, highlighting the enduring cultural and diplomatic relationship between France and Thailand.
- **Showcase French Innovation:**  
Promote France's cutting-edge innovations, technological advancements, and high-quality products to Thai audiences, emphasizing sectors like sustainability, luxury, and digital transformation.
- **Enhance Bilateral Trade Opportunities:**  
Strengthen trade partnerships between the two nations by creating a platform for businesses to network, explore collaborations, and form new trade agreements.
- **Promote French Businesses in Thailand:**  
Provide a dedicated space for French companies to showcase their products and services, enhance brand visibility, and engage directly with Thai consumers and potential partners.







Co Located Event:

Bonjour  
FRANCE  
EXPO 2025

CAT  
EXPO 2025  
THAILAND

5-7 December 2025

10:00-20:00 hrs.

Hall 8

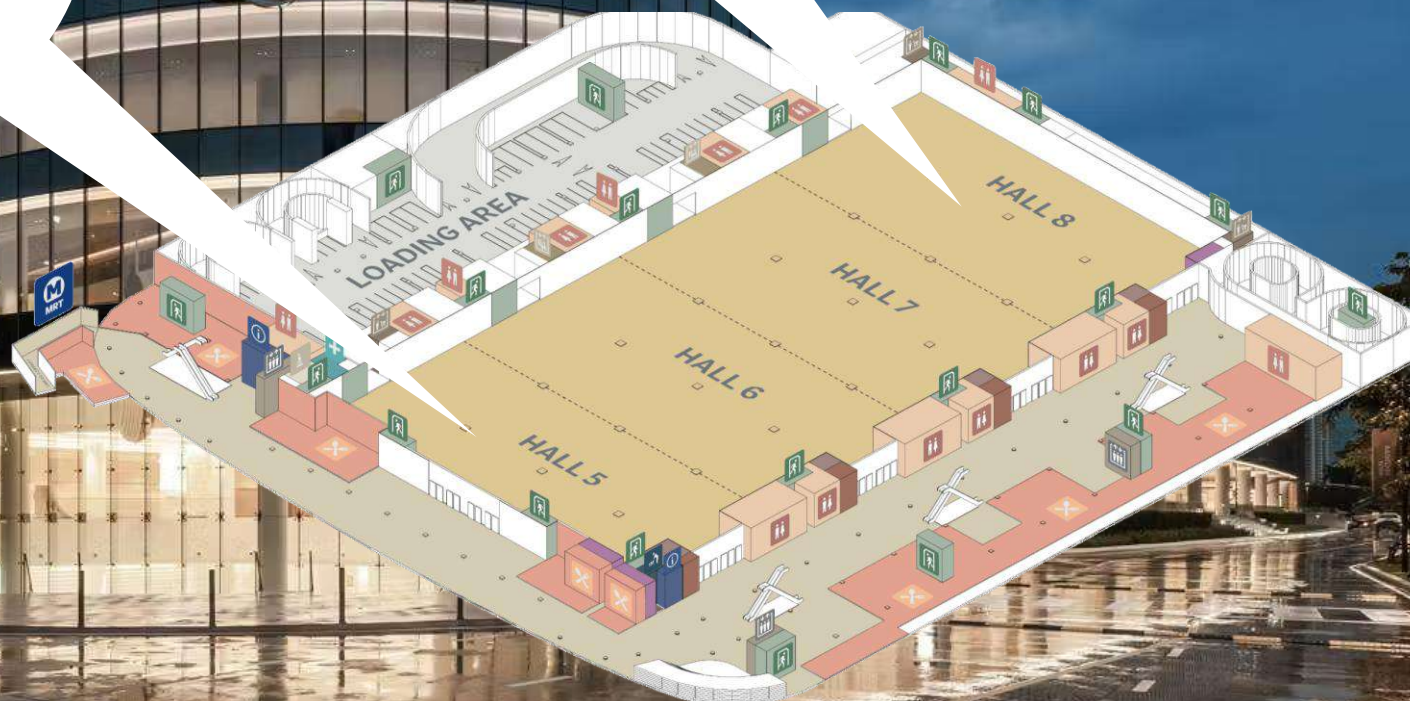
5,500 Sq.m.

4-7 December 2025

10:00-20:00 hrs.

Hall 5

5,500 Sq.m.



# Exhibit Zone



## Bonjour French Fair (Bonjour France)

- Food & Beverage
- Food Services
- Fashion & Accessories
- Lifestyle products
- Home products
- Cosmetics & Skincare
- Stationery & Art equipment
- Decorative products & gifts
- Health & wellbeing products



## Bonjour Talents Brand & Career Fair

- French Companies
- FTCC Members recruiting staff/ presenting their business & services



## Bonjour Innovation

- French companies based in Thailand or in France presenting their innovation
- Thai companies/ organization working with France in innovation
- Relevant organizations in innovation development/ promotion



## Bonjour Etudes

- Campus France
- Alliance Française
- Universities and colleges in France
- Universities in Thailand teaching French



## Bonjour Voyages

- Air France
- Atout France
- TAT
- Travel Agencies proposing travel packages in France



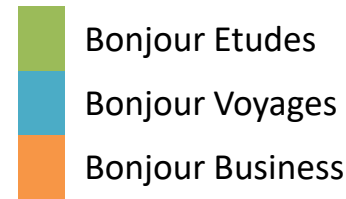
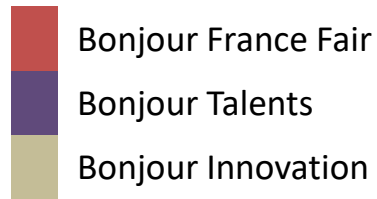
## Bonjour Business

- France Investor
- Thai-France Business





# Floor Plan



7 December 2025

10:00-20:00 Hrs.

Hall 5, QSNCC

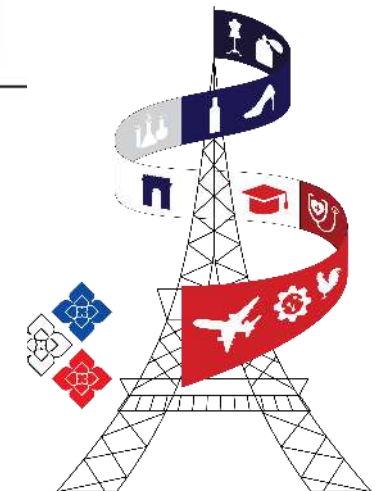
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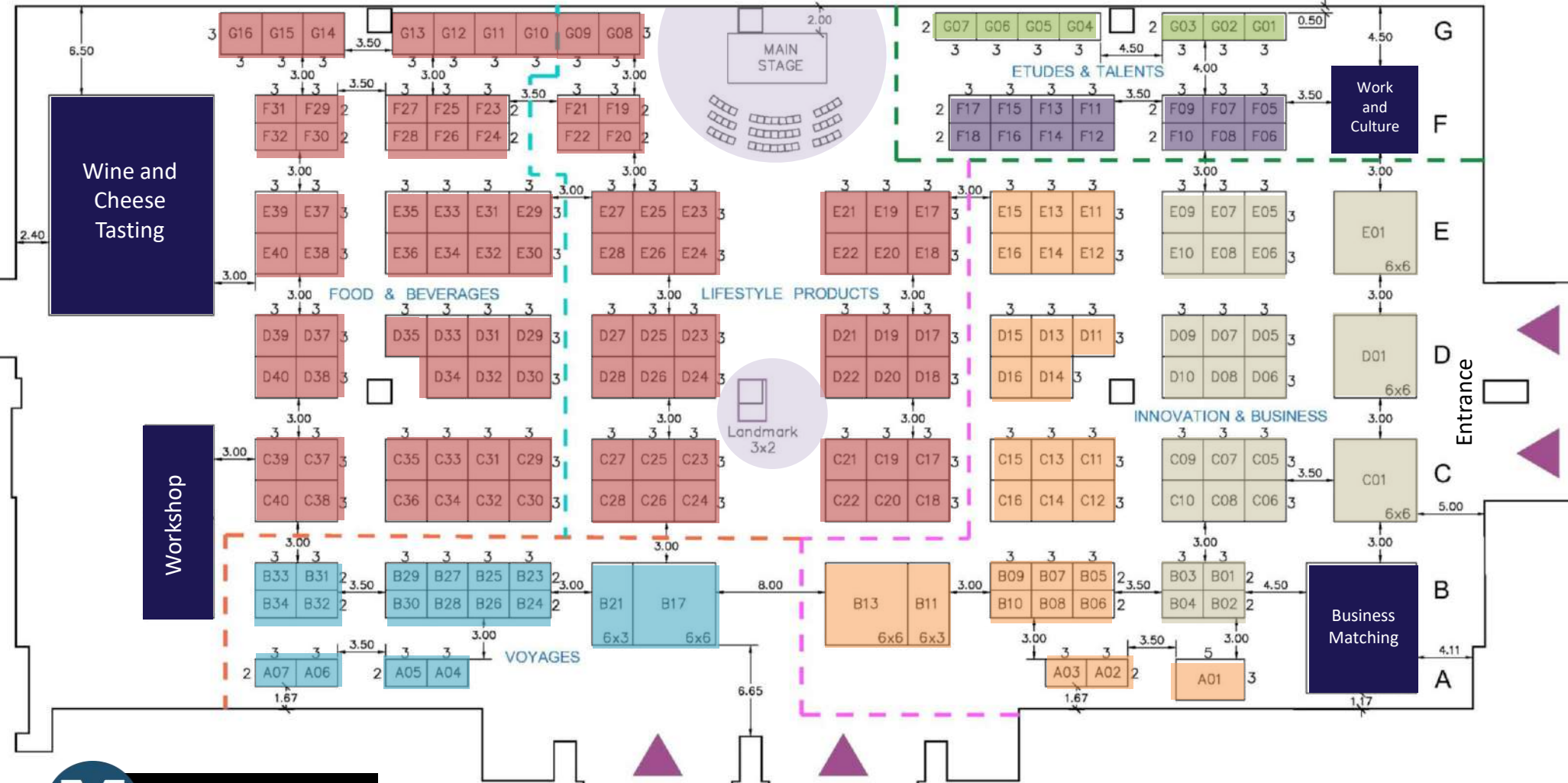


Supported By:



Entrance

As of 12 June 2025



# Event Element



## B2B2C Exhibition

- France Product
- France Innovation
- France Lifestyle
- France Investment
- France Brand



## Kosa Pan's Exhibition

The exhibition for Thai-French relations since Kosa Pan's visit to France. Exhibition display with simulation and LED screen.



## Seminar

- Doing business with France
- Education and jobs

## Special Showcase

- Limited Edition
- New launch
- Celebrealty showcase



## Business Matching Sessions



## Fashion Show

By Thai brands that have been exhibited in Paris Fashion Week



**Wine & Cheese Tasting**  
for Business Talk. Entrance ticket: 1,000 Baht  
has 2 rounds / 1 day.

# Targeted 40,000 Visitors



B2B

## Trade & Business

### Professionals (B2B Visitors)

- Importers & Distributors
- Retailers & Wholesalers
- Hospitality & F&B Industry
- Investors & Entrepreneurs
- Franchise & Licensing Businesses
- E-commerce & Marketplace Operators
- Business Associations & Trade Chambers



B2C

## General Consumers (B2C Visitors)

- Luxury & Lifestyle Enthusiasts
- Wine & Gastronomy Lovers
- Expats & Francophiles
- Travel Enthusiasts
- Job Seekers & Students



B2G

## Public & Government Sector

- **Government Agencies** – Including MOFA, DITP, NIA, NSTDA, BOI, TAT, and economic development offices.
- **Embassy & Trade Representatives**
- **Tourism Boards & Travel Agencies**

# Exhibit Price

**4-7 December 2025**

10:00-20:00 Hrs.

**Hall 5, QSNCC**



Space Size	Space Rental Price (THB) exclude VAT 7%			
	Public Price	Early-bird Rate Until 16 Aug 25	Member of FTCC	
			Till 15 Aug	16 Aug-30 Sep 25
Space with Standard Booth 9 sq.m.	60,000	56,000	51,000	54,000
Space with Standard Booth 6 sq.m. (for SME Member only)	40,000	38,000	34,000	36,000
Raw Space 9 sq.m. (minimum 18 sq.m.)	56,000	52,000	47,500	50,000
Corner booth 5,000 THB per corner	5,000	5,000	5,000	5,000

## Remark:

- Prices quoted above are excluded 7% VAT
- Raw space must be reserved at least 12 sq.m., and booth designs need to be submitted within the 3<sup>rd</sup> November 2025 for the organizer's approval.
- Raw space needs to be carpeted; otherwise, you will be charged at THB 5,000 per sq.m. Also, the carpet installation needs to use the carpet tape only.
- Other types of tapes are not allowed. Raw space is required to build back and side walls between your booth and other exhibitor's area.
- Standard Booth includes 3 sides of white partition (2.5 m. high), fascia name, 2 fluorescent lights, 1 socket (5 amp. 220 volt), 1 lockable cabinet, 2 chairs, booth carpet and 1 basket.
- The organizer reserves the right to cancel/amend its special offer in any case against overdue payments.

## Terms of Payment:

- The 1st payment (50%) within 15 days after your reservation.
- The 2nd payment (50%) within the 3rd November 2025.
- In case of raw space reservation which requires booth construction, the contractor and/or exhibitor needs to place a guaranteed cheque at the rate of THB 500 per sq.m. If no damages are found to the venue, your cheque will be returned within 15 days after the show ends.



# Sponsor Package

**4-7 December 2025**

10:00-20:00 Hrs.

**Hall 5, QSNCC**



Item / Benefits	Platinum 500,000	Gold 300,000	Silver 100,000
Exhibition Booth	Raw space 36 Sqm.	Raw space 18 Sqm.	-
Logo on Main Stage Backdrop	Logo Large & Top Position	Medium	Small
Logo on Main Entrance Archway	Yes	Yes	-
Logo on Event Website (Home & Sponsor Page)	Top Position with Link	Medium Position with Link	Small Logo on Sponsor Page
Logo on Event EDM / Newsletter	Yes (Top Section)	Yes (Middle Section)	Yes (Footer Section)
Logo on Official Press Release	Yes (Top Section)	Yes	Name Mention Only
Social Media Post Mention (FB/IG)	3 Dedicated Posts + Logo Tag	2 Posts + Logo Tag	1 Post Mention
Complimentary VIP Invitation to Opening Ceremony	6 VIP Invitations	4 VIP Invitations	2 VIP Invitations
Onsite Digital Screen Logo / Name Rotation	Premium Rotation	Standard Rotation	Shared Rotation
Mention in Event Video Recap	Yes	-	-
Speaking slot on main stage 45 Min	1 slot	-	-
Sponsor Certificate / Trophy	Premium Sponsor Trophy	Certificate	Certificate

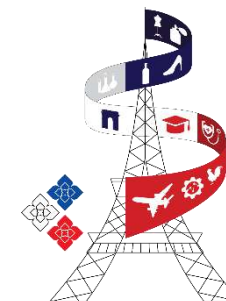


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# Promotion Channel



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Show announcement	8							
Press Interview								
EDM for Exhibitor Promotion (B2B)								
Face Book Campaign								
Infulence Campaign								
Radio Spot								
Online Publication								
TV Tie in Program								
Digital Billboard								
GDN Campaign								
SEM Campaign								
SEO Campaign								



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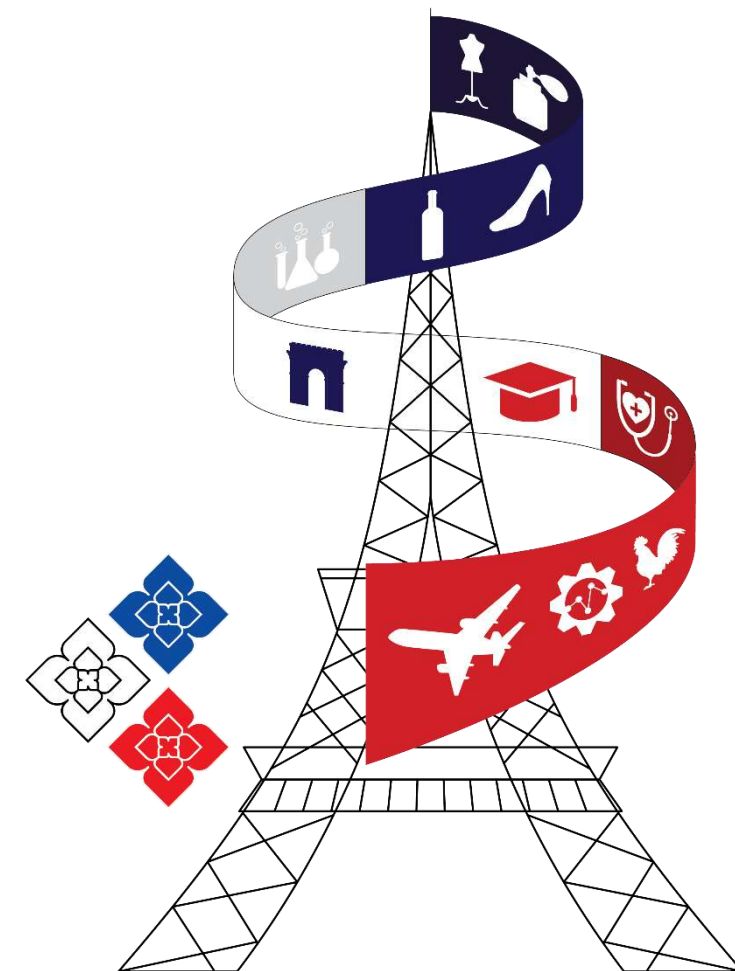


Supported By :



Organized By :

**NCC**



Bonjour France Expo