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# TCEB launches online campaign 'Meet in the Village'

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Baan Ku Ka Sing from Roi Et province is one of the 10 villages selected for CSR activities by large business in Thailand. (Image from www.meetinthevillage.com)

The Thailand Convention and Exhibition Bureau (TCEB) has launched an online campaign to encourage large businesses to organise outings, known as corporate social responsibility trips, to 10 selected villages across Thailand.

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The campaign, "Meet in the Village #bestcompanyoutingever" is aiming at generating a sustainable income for the local communities as a part of the Thailand Strategic Transformation concept, said TCEB president Nopparat Maythaveekulchai.

The Meet in the Village campaign plans to have 10 executives from public and private organisations act as CEO Village Ambassadors, one for each of the villages, joining hands with teams of university students to promote the local community.

The 10 villages are Baan Ku Ka Sing of Roi Et province; Baan Tam Suea homestay in Phetchaburi province; Baan Rai Kong King in Chiang Mai province; Baan RimKlong homestay in Samut Songkhram province; Mueang Kao Sukhothai Village of Sukhothai province; Phra Bat HuayTom Village of Lamphun province; Koh-Lone Ra-Wai in Phuket province; Phuthai Khok-kong Village in Kalasin province; Lee-Led Village of Surat Thani province and Baan Dongyen Village in Suphanburi province.

Sarita Chintakanond, director of TCEB's Information Technology department, said the mission of this marketing campaign is to have CEO Village Ambassadors and university student teams create awareness and promote the village through online channels, such

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as Blogs, YouTube, Facebook, and Instagram from now until Oct 25. The winning team will be the one who gets the most views, likes and shares.

