

Fact sheet:

Event Name: Bonjour France Expo 2025

Date of event: December Thursday 4 – Sunday 7, 2025

Opening Time: 10.00-20.00 hrs.

Venue: Hall 5, Queen Sirikit National Convention Center, Bangkok

Visitor Admission fee: Entrance free of charge

Exhibitor Profile / Zone:

| | |
|----------------------------|---|
| Bonjour French Fair | Food & Beverage / Food Services / Fashion & Accessories / Lifestyle products / Home products / Cosmetics & Skincare / Stationery & Art equipment / Decorative products & gifts / Health & wellbeing products etc. |
| Bonjour Innovation | French companies based in Thailand or in France presenting their innovation / Relevant organizations in innovation development/ promotion. |
| Bonjour Talents | French Companies / FTCC Members recruiting staff presenting their business & services. |
| 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 | French companies, Thai businesses, and investment promotion agencies to present their capabilities, explore new collaborations, and foster bilateral trade. |

Visitors: 40,000 Consumers and Trade Professionals

Space rental fees:

| Space Size | Space Rental Price (THB) exclude VAT 7% | | | |
|---|---|------------------------------------|----------------|------------------|
| | Public Price | Early-bird Rate Until 15 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 |

As of 01 June 2025

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 3rd 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.

For more information, please add line application: [@bonjourfranceexpo](https://www.bonjourfranceexpo.com)





Floor Plan

Bonjour France Fair
Bonjour Talents
Bonjour Innovation

Bonjour Etudes
Bonjour Voyages
Bonjour Business



7 December 2025

10:00-20:00 Hrs.

Hall 5, QSNCC

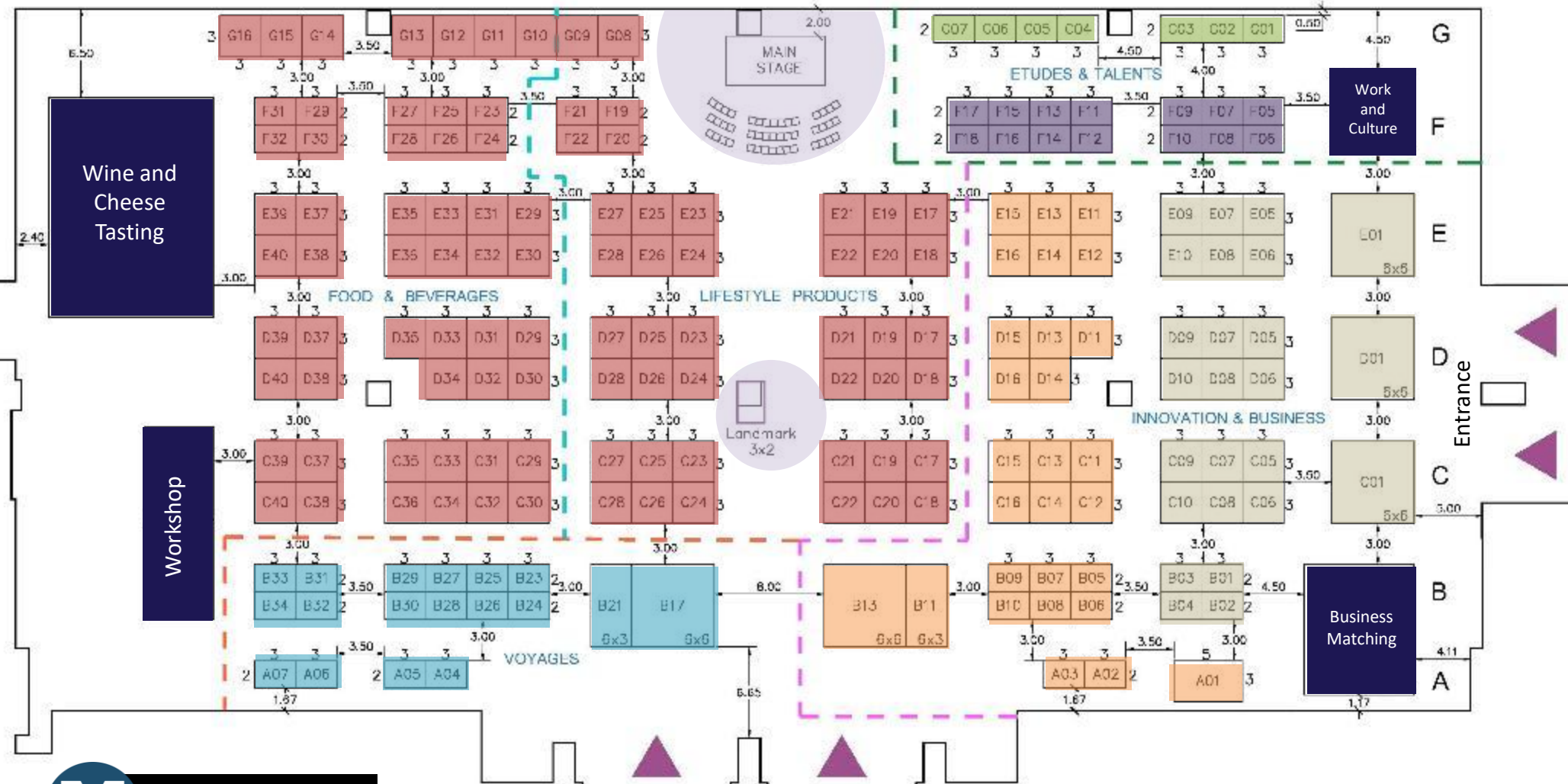
Endorsed By:



Organized By:

NCC

Supported By:



Entrance

As of 12 June 2025

Chapter 1: General Provisions GENERAL RULES AND REGULATIONS

- 01.01 By signing their registration application, the exhibitors accept all of the requirements laid down therein as well as all of the ones that might be imposed by special or new circumstances by NCC Management & Development Co., Ltd., its sub-contractors and service providers. In addition, they undertake to respect all of the legal and regulatory requirements in effect, and particularly labour legislation. The present rules and regulations, to be displayed on the event premises, are applicable to visitors. Organizer (NCC) may not be held liable when it applies the stipulations of the present general rules and regulations.
- 01.02 Organizer (NCC) alone determines the place, the duration, the price of the booths as well as the date of closing registrations to exhibit at the Bonjour French Fair. It alone determines the categories of persons or companies allowed to exhibit on the Bonjour French Fair.

Chapter 2: Registration and Admission

- 02.01 The admission application is to be filled by using the form drawn up by organizer (NCC)
- 02.02 Organizer (NCC) processes the applications and rules on the admissions.
- 02.03 Organizer (NCC) reserves the right to reject, provisionally or definitively, any registration application that does not comply with the required conditions, either in the light of the stipulations laid down in the registration form, or in view of the ones contained in the special rules and regulations governing the event.
- 02.04 In particular, reasons for definitive or provisional rejection include incomplete communication of the required information, failure to make payments, non-observance of prior obligations and in particular of the present general rules and regulations, the exhibitor's judicial reorganization, its proven state of cessation of payments, non-obtaining of administrative or judicial authorizations that might be necessary to its presence during the event, the risk of an attack, due to its presence, on the protected interests of consumers, and more generally on Public Order, the tranquility of the other exhibitors, or the safety and pleasure of the visitors. Non-compliance of the applicant or of its products or services with the purpose, spirit or image of the event (each exhibitor must have at least 2/3 of French products on their booth. The displayed products must be imported directly from France or have some links with France (raw materials imported from France to make finished products locally or use French know-how and technology). Only 1/3 European products are allowed.

- 02.05 The exhibitor must inform organizer (NCC) about any elements or events, occurring or disclosed after its registration, of such nature as to justify reconsideration of its admission in the light of articles 02.03 and 02.04 of the present rules and regulations.
- 02.06 In addition, Organizer (NCC) reserves the right at any time to request any additional information related to the foregoing and, if appropriate, to reverse an admission decision made on the basis of deceptive or erroneous indications or indications that have become inaccurate.
- 02.07 The down-payment made then remains the property of Organizer (NCC Management & Development Co., Ltd.) which also reserves the right to take legal steps on behalf of payment of the totality of the price. The right resulting from the registration is personal and non-transferable. Admission does not create any right to admission to a later event.
- 02.08 In the absence of an exception granted by Organizer (NCC) on the basis of an explicit request on their part, groupings may exhibit on collective stands only if each business that is a member of the grouping has been admitted individually and has undertaken to pay the registration fees.

Chapter 3: Registration and participation expenses

- 03.01 The admission application to be returned by August 15, 2013 is to be accompanied by the first down payment corresponding to 60% of the total registration fee. The registration fees remain Organizer (NCC Management & Development Co., Ltd.)'s property, whatever the fate of the admission application may be. Registration fees will be given back to exhibitors only in case of event cancellation should there not be enough registrations at the Bonjour French Fair.
- 03.02 The total amount of expenses for participation in the event becomes Organizer (NCC Management & Development Co., Ltd.)'s property. Non-payment of the balance on September 30, 2013 shall entail, without any advance notice, forfeiture of the right to exhibit, the down-payment already made irrevocably remaining Organizer (NCC Management & Development Co., Ltd.)'s property.
- 03.03 Furthermore the organizer (NCC) reserves the right to take legal proceedings for payment of the balance of the payable price, in spite of non-participation for any reason whatsoever of the registered exhibitor. In case an exhibitor, for any reason whatsoever, does not occupy its stand on the day of the event's opening, or by the installation deadline set by Organizing Committee (NCC and FTCC), it is considered as having resigned. Without prejudice to any other measures that may be taken, at the exhibitor's risks, organizing (NCC and FTCC) may dispose of the defaulting exhibitor's stand without the exhibitor's being entitled to demand any reimbursement or indemnity, even if the stand is assigned to another exhibitor.

Chapter 4: Assignment of locations

- 04.01 Organizer (NCC) draws up the event plan and assigns the locations on a first come first served basis.
- 04.02 Registration does not grant any right to use of a given location. Participant in previous events does not create any right to the exhibitor's benefit to a given location. 04.03 In constitution of the assignment of the locations, organizer (NCC) attempts to take account of the wishes expressed by the exhibitor, the nature and interest of the articles or services they plan to present, and the arrangement of the stand they plan to install.
- 04.04 reserves the right to modify the layout of the surface areas whenever it considers useful in the interest of the Bonjour French Fair.
- 04.05 Organizer (NCC) may not be held responsible for slight differences that might be noted between the indicated dimensions and the actual ones of the location, or for modifications occurring in the environment of the stands (modification of the neighboring stands, reconfiguration of the walkways...) as registrations are entered.

Chapter 5: Installation and conformity of the stands

- 05.01 The « technical guide » or « exhibitor's guide » proper to each event determines the time available to the exhibitor, before the opening of the event, for fitting out its stand and storing there the articles it will need during the event.
- 05.02 The exhibitor is required to comply with organizer (NCC), instructions or those of its sub-contractors and service providers relative to regulating arrivals and departures of merchandise, particularly with respect to vehicle traffic on the event premises.
- 05.03 The exhibitors or their principals must have completed their installation on the dates and at the times set by the organizer (NCC), and after the said dates and times, no packing, equipment, transport vehicles or outside contractors may access, be maintained on or maintain themselves on the event site, for any reason whatsoever and however harmful that may be to the exhibitor's interest.
- 05.04 Each exhibitor or its principal shall see to the transport, reception, and shipment of its parcels as well as to acknowledgement of their contents. All parcels shall have to be unpacked upon arrival. If the exhibitors or their agents are not present to receive their parcels, organizer (NCC) shall be entitled to have them stored, unpacked or sent back on its own initiative at the exhibitor's risk.
- 05.05 The installation of the stands must not in any case damage or modify the permanent installations of the exhibition premises, and they must not detract from the convenience or the safety of the other exhibitors and visitors.

- 05.06 Special decoration of the stands is carried out by the exhibitors and on their responsibility. In any event, it must be in compliance with the general decorations of the event, the visibility of the neighboring stands and the stipulations, if any, in the special rules and regulations and/or the « guide » or « exhibitor's manual » on this point.
- 05.07 In enclosed exhibition spaces, all materials used, including hangings and carpeting, must comply with the rules and regulations, organizer (NCC) reserving a permanent right to have any equipment or installations that are not in compliance removed or destroyed.
- 05.08 In addition to, the organizer (NCC) reserves the right to do away with or modify installations that detract from the general appearance of the event, interfere with the neighboring exhibitors or visitors, or do not comply with the drawings or particular projects previously submitted.
- 05.09 The exhibitor shall have to comply throughout the event with the safety measures demanded by the authorities or adopted by the Organizer (NCC) or its sub-contractors and service providers.

Chapter 6: Occupation and possession of the stands

- 06.01 It is specifically forbidden to transfer, sublet or exchange, with or without a consideration, all or part of the location assigned by organizer (NCC)
- 06.02 The stands must be kept in impeccable condition throughout the event, the cleaning of each stand, at organizer (NCC Management & Development Co., Ltd.) 's charge, having to be carried out every day.
- 06.03 Bulk packing, the covers used during closing hours, objects not used in stand presentation must be out of visitors' sight. Conversely, it is forbidden to leave the objects on display covered during the business hours of the event. Organizer (NCC) reserves the right to remove whatever might cover the objects without being liable, in any way, for damage or losses that might result from such an action. The exhibitors and their employees must display proper behavior and perfect correctness to the visitors (not bothering the customer or going beyond the stand) and vis-à-vis the other exhibitors.
- 06.04 Unless otherwise specified by organizer (NCC), the stand must be continuously manned, both during the times for which they are opened to the exhibitors (including assembly, deliveries, and disassembly) and during the official opening times for visitors. Non-observance of this provision may entail temporary or definitive exclusion by organizer (NCC) This provision does not apply for exhibitors who benefit from a hostess provided by organizer (NCC) in the scope of their ordered service package. In this respect the said hostess remains under the ultimate authority of the organizer (NCC)

06.05 The exhibitors are not to empty their stands and must not withdraw any of their articles before the daily closure of the event and before the end of the exhibition period stated in the Exhibitor manual.

Chapter 7: Access to the event

07.01 Nobody may be admitted to the event premises without presenting an issued title or being admitted by organizer (NCC), its sub-contractors or service providers.

07.02 Organizer (NCC) reserves the right to prohibit entrance or to evict any person, visitor or exhibitor, whose presence or behavior is harmful to the safety, tranquility or image of the event.

Chapter 8: Contact and communication with the public

08.01 Organizer (NCC) alone has the exclusive right to writing, publication and distribution, with or without a consideration, of any of the Bonjour French Fair communications tools. It shall be entitled to grant all or part of the said right as well as the advertising included in the said communications tools. The information necessary for drawing up the communications tools shall be supplied by the exhibitor on his or her own responsibility and, under penalty of non-publication, within the times laid down by organizer (NCC)

08.02 The exhibitor explicitly waives any recourse against Organizer (NCC) or against the producers or distributors because of the distribution, for the needs of the event, in Thailand and abroad, by way of television, videogame or any other supports (books, brochures), of its image, of the image of its stand, of its trade name, of its trademark, of its staff, of its products or services, and it warrants the organizer against any recourse by its agents, subcontractors and co-contracting parties, undertaking in advance to make the present obligation binding on them.

08.03 Circulars, brochures, catalogs, printed matter, premiums or objects of any nature whatsoever may be distributed by the exhibitors only on their own stand.

08.04 Any light or sound advertising and any programming, entertainment or demonstrations that could cause crowding in the walkways must be submitted for advance approval by Organizer (NCC)

08.05 Audible advertising and soliciting must be carried out by event Master of Ceremony. The exhibitors must not in any case obstruct the walkways or encroached on them, without an exceptional prior, written and advance authorization issued by the Organizing organizer (NCC), its sub-contractors or service providers.

08.06 The exhibitors must carefully see to fairly informing the public concerning the qualities, the sales conditions and the guarantees concerning their products or services in a complete and objective way conforming to the rules and regulations. They must not do any advertising or carry out any action whatsoever that could mislead or constitute unfair competition.

08.07 The exhibitors undertake to present only products, services or equipment in competition with Thai rules and regulations (proof of necessary documents (FDA, import tax might be needed in case of inspection / dispute), unless, if the case arises, there is a clear indication of their no homologation by means of posting a sign. Parallel import is prohibited. Only exclusive agent has priority in display the imported products. Sample products cannot be sold. Exhibitors are fully responsible for this vis-à-vis third parties, and organizer (NCC) may not be held liable in any way in this connection because of their doing.

08.08 It will be up to each exhibitor to carry out, whenever necessary, the formalities entailed by its participation in the event, particularly in the light of labour regulations, customs requirements with respect to equipment or products coming from abroad, and in connection with hygiene with respect to food products or animal species. organizer (NCC) may not be held liable at any time for any related difficulties that may arise.

Chapter 9: Intellectual property and various rights

09.01 The exhibitor must see to the intellectual protection of the equipment, products and services it displays (patents, trademarks, models), this in accordance with the legal and regulatory provisions in force. The said measures must be adopted before presentation of the equipment, products or services, organizer (NCC) declining any liability in this connection, particularly in case of a dispute with another exhibitor or a visitor.

09.02 Organizer (NCC) is entitled to prohibit photography by visitors.

09.03 Photography of certain objects on the stands are forbidden at the exhibitor's request and initiative. 09.04 The exhibitor hereby agrees that photographs and videos of its person and booth(s) may be taken and used by Organizer (NCC) solely for promotional and communication purposes related to the Bonjour French Fair.

Chapter 10: Insurance

- 10.01 In addition to the insurance covering the objects on display and more generally all movable or other elements belonging to it, the exhibitor is required to take out at its own expense, any insurance covering the risks that are incurred by it itself and its staff, or that it causes third parties to incur. It shall have to prove this, upon confirmation of its registration, by production of an attestation. Organizer (NCC) is regarded as released from any liability, particularly in case of loss, theft or any damage whatsoever.

Chapter 11: Evacuation of goods from the stand at the end of the show or at the end of exhibition period

- 11.01 The exhibitor or its duly accredited representative is required to be present on its stand as of the start of the merchandise, articles, decoration evacuation.
- 11.02 The evacuation of merchandise, articles and special decorations, as well as the trash remaining from the materials that were used in decoration of the stands shall have to be carried out by the exhibitors within the periods and at the times indicated by Organizer (NCC) After the deadlines, organizer (NCC) shall be entitled to have the objects shipped to a custodian of its choice at the exhibitor's expense and risk, and organizer (NCC) may not be held liable for deterioration or total or partial loss.
- 11.03 The exhibitors shall have to leave the locations, decors and materials made available to them in the same condition as the one in which they found them. Any deterioration caused by their installations or their merchandise, or else of the floor surface occupied, shall be evaluated by organizer (NCC) and the exhibitors responsible therefore shall have to pay the cost.

Chapter 12: Miscellaneous provisions

- 12.01 Organizer (NCC) may cancel the Bonjour French Fair if the number of registrations is insufficient. Registered exhibitors shall then be reimbursed for the amount of their down-payment or participation. Until the day of closeout of registrations, the exhibitor bears the entire risk connected with possible non-realization of the event, and particularly the sole burden of the expenses it has incurred with an eye on the event.

- 12.02 Organizer (NCC) may also cancel or postpone the event in case of force majeure. Cases of force majeure justifying, at any time, cancellation or postponement of the event are any new, economic, political or social situations, at local, national or international level, not reasonably predictable, beyond organizer (NCC) control, that make it impossible to put on the event or that entail risks of disturbances or disorders that can seriously affect the organization and proper holding of the event or safety of property and person. In such an event, organizer (NCC), to cover direct costs it has already engaged, may not refund full down payment to exhibitor provided due justification is provided.
- 12.03 Any violation of the provisions of the present rules and regulations, of the special rules and regulations supplementing them, or of the specifications of the «guide» or «exhibitor's manual» issued by The organizer (NCC) its sub-contractors or service providers, without prejudice to any other proceedings, entail the closure of the stand of the exhibitor in violation, if need be, with police assistance.
- 12.04 This particularly applies to lack of insurance, non-conformity of the fittings, non-observance of safety rules, non-occupation of the stand, presentation of products not in compliance with the ones listed in the admission application, etc.
- 12.05 In such a situation, the amount paid for the exhibitor's participation is kept by organizer (NCC) without prejudice to payment of the balance of the price, of any amounts still due or of any other damages and interest.
- 12.06 Whatever the justification may be, complaints made by an exhibitor against another exhibitor, or made by organizer (NCC), are to be discussed outside the Bonjour French Fair premises and may not in any way be allowed to disturb the tranquility or the image of the event.
- 12.07 The exhibitor explicitly agrees not to apply to the courts before first having followed a friendly conciliation procedure.