



PRIDESHOW

PrideShow 2026 — Day One Report

Ring the Bell for LGBTIQ+ Equality 2026 — The First Equality Bell Ceremony in Asia

Day One · Capital Markets & Summit: Friday 26 June 2026

Venue: BEAT Active, BITEC Bangna, Bangkok, Thailand

This report covers Day One of PrideShow 2026 — the Ring the Bell ceremony and executive summit. For the full two-day event including the Day Two tourism, finance and festival programme, see the PrideShow 2026 Post-Show Report.

1) Executive Summary

On Friday 26 June 2026, Day One of PrideShow 2026 staged **Ring the Bell for LGBTIQ+ Equality 2026** — the first equality bell-ringing ceremony in Asia — alongside a capital-markets executive summit at BEAT Active, BITEC Bangna.

The ceremony was convened with UN Human Rights (OHCHR), the UN Sustainable Stock Exchanges Initiative (SSE), UN Global Compact, KOPPA, Open for Business, the Stock Exchange of Thailand (SET), TransTalents Consulting Group, UNDP Thailand, and Deutsche Bank.

Through this milestone, **SET became the first stock exchange in Asia** to join the global Ring the Bell for LGBTIQ+ Equality initiative — positioning Thailand's USD 10.3-billion Pink Economy as a credible, capital-markets-grade growth story on the road to Bangkok WorldPride 2030.

2) The Ceremony

PrideShow 2026 hosted Asia's first **Ring the Bell for LGBTIQ+ Equality** ceremony, through which the Stock Exchange of Thailand became the first stock exchange in Asia to join the global initiative — a partnership of UN Human Rights (OHCHR), the UN Sustainable Stock Exchanges Initiative, UN Global Compact, KOPPA and Open for Business.

The official bell-ringing brought global, capital-market, business and community partners on stage together, followed by the official group photo.

Within the same evening, the Deutsche Bank-sponsored panel *“The \$4.7 Trillion Question: Why Asia's Capital Markets Can't Afford to Exclude”* framed the economic case for LGBTIQ+ inclusion — sizing the global LGBTIQ+ economy at USD 4.7 trillion and translating inclusion into a board-level priority for listed companies and investors.

3) Day One Programme

- Guest Registration & Welcome Reception

- **Opening Remarks & Presentations** — one-minute silence, official welcome and Global Campaign presentation; keynotes from OHCHR, SET and TransTalents Consulting Group
 - **Ring the Bell for LGBTIQ+ Equality 2026 Ceremony** — official bell-ringing with global, capital-market, business and community partners; official group photo
 - **Executive Keynotes & Panel: “The Inclusion Avengers”** — TransTalents, Rainbow Sky Association of Thailand (RSAT) and APCOM Foundation on LGBTIQ+ economic inclusion, ESG and business & human rights
 - **Deutsche Bank Keynote & Panel** — Napaporn O-suwankul (Deutsche Bank Thailand) with Open for Business and the UN on integrating LGBTIQ+ inclusion into corporate ESG
 - **Road to Bangkok WorldPride 2030** + Closing Remarks & Networking
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4) Speakers and Leadership Participation

United Nations & Institutional Leadership

- **Katia Chirizzi** — Deputy Representative, UN Human Rights Regional Office for South-East Asia (OHCHR)
- **Niamh Collier Smith** — Resident Representative, United Nations Development Programme (UNDP)
- **Pannavadee Ladavalaya Na Ayudhya** — Senior Executive Vice President & Chief People Officer, The Stock Exchange of Thailand (SET)

Corporate & Financial Leadership

- **Napaporn O-suwankul** — Country Chief Operating Officer, Deutsche Bank Thailand
- **Bastian Ilgert** — Vice President, Senior Relationship Manager, Deutsche Bank
- **Stephanie Galera** — Head of Southeast Asia Programmes, Open for Business
- **Jeiz Robles** — Senior Consultant, Radius

Community & Sector Leaders

- **Nikki Phinyapincha** — Founder, TransTalents Consulting Group
 - **Kittinun Daramadhaj** — Rainbow Sky Association of Thailand (RSAT)
 - **Naphat Krutthai** — APCOM Foundation
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5) In Their Words

“Financial institutions, businesses, and Governments all have a vital role to play in advancing human rights and building economies where every person, regardless of who they are or who they love, has equal opportunities and protection.”

— **Katia Chirizzi, Deputy Representative, UN Human Rights Regional Office for South-East Asia**

“Behind every company, every innovation and every investment decision are people — and people perform at their best when they feel respected, accepted and able to be themselves. Diversity and inclusion are vital foundations for talent, innovation, competitiveness and sustainable growth. This is how SET lives its vision as ‘The Trusted Gateway to Inclusive Opportunities’.”

— **Pannavadee Ladavalaya Na Ayudhya, SEVP & Chief People Officer, The Stock Exchange of Thailand**

“The LGBTIQ+ economy is \$4.7 trillion — the world’s third-largest. But that number means nothing if our talent stays untapped, from street work to the boardroom. Today, Thailand’s capital market stops asking whether to include us, and starts asking how to integrate us.”

— **Nikki Phinyapincha, Founder, TransTalents Consulting Group**

“Deutsche Bank is committed to creating an inclusive environment where LGBTQI colleagues and all employees can thrive, recognising that diverse perspectives enhance decision-making, reflect the communities we serve and underpin sustainable long-term performance.”

— **Napaporn O-suwankul, Country Chief Operating Officer, Deutsche Bank Thailand**

“At UNDP, we are committed to leaving no one behind. True sustainable development can only be achieved when every person, regardless of sexual orientation or gender identity, is empowered to participate in and benefit from a just and inclusive economy.”

— **Niamh Collier Smith, Resident Representative, UNDP**

6) Attendance Snapshot

- **Registered / ticketed delegates: 600+** — 582 issued tickets plus 20+ on-site walk-ins across the ticketed summit & ceremony programme, anchored by the Day One ceremony
- **Nationality mix: 70% Thai / 30% international** — Filipino guests formed the single largest international community
- **Pronoun mix of registered guests:** she/her 63% · he/him 32% · they/them or mixed 5% *(based on 93 Ring the Bell ceremony RSVP responses, 62 of which stated a pronoun)*

Registered figures cover the ticketed summit and ceremony area. Total PrideShow 2026 footfall across both days, including the public festival, reached 3,000+ (see the full Post-Show Report).

7) Day One in Pictures



Ring the Bell for LGBTQ+ Equality — the first equality bell ceremony in Asia



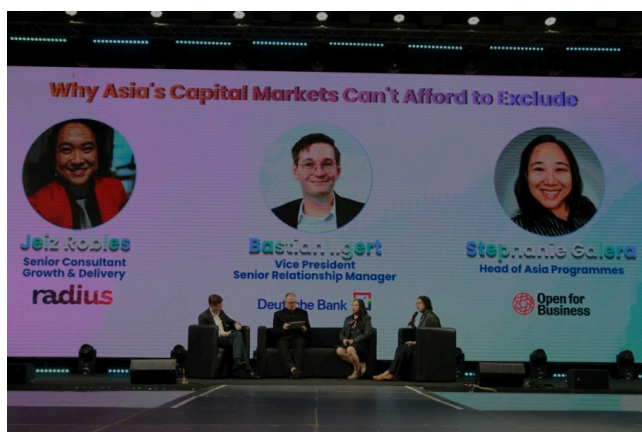
The official bell-ringing with global, capital-market and community partners



Partners on stage for the official group photo



Keynote address during the executive summit



"The \$4.7 Trillion Question" — the Deutsche Bank-sponsored panel

8) Media Coverage

The Ring the Bell milestone was carried across 13+ Thai and international outlets, supported by a bilingual press release (*"The Rainbow Bell Has Rung in Asia"*). Coverage links:

- [Bangkok Post](#) — "Asia's first LGBTI business expo on at Bitec"

- [The Nation](#) — “Thai Bourse Sounds Opening Bell for Asia’s Inclusive Economy”
- [ThaiPR](#) — “Pride Show 2026: Asia’s First LGBTIQ+ Business Expo...”
- [Pattaya Mail](#) — “Pride Show Bangkok 2026 returns with drag, talks & community events”
- [Prachatai](#)
- [TNN](#)
- [Khaosod](#)
- [Daily News](#)
- [Thai Post](#)
- [Kaohoon](#)
- [Mitihoon](#)
- [Ban Muang](#)
- [Vietnam.vn](#)

Watch & Read

- **Full ceremony recording** — [youtube.com \(Ring the Bell, full\)](https://youtube.com/watch?v=Ring-the-Bell-full)
- **Official press release & photo gallery** — prideshow.org/rert/ring-the-bell-lgbtqi-equality-thailand-2026

Bangkok Post print coverage alone carried an estimated PR value of THB 163,100.

9) Ceremony Partners

UN Human Rights (OHCHR) | UN Sustainable Stock Exchanges Initiative (SSE) | UN Global Compact | UNDP Thailand | The Stock Exchange of Thailand (SET) | Deutsche Bank | KOPPA | Open for Business | TransTalents Consulting Group | Rainbow Sky Association of Thailand (RSAT) | APCOM Foundation

10) Key Takeaways

- Asia rang its first equality bell, and SET became the first stock exchange in Asia to join the global Ring the Bell for LGBTIQ+ Equality initiative
 - LGBTIQ+ inclusion was validated as a capital-markets and ESG priority — not only a social one
 - UN, government, corporate and community leadership shared one stage, establishing PrideShow as a credible convening platform for the Pink Economy
 - The ceremony set the runway toward Bangkok WorldPride 2030 through a year-round Pink Economy platform
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Partner with PrideShow 2027

To discuss sponsorship, programming or partnership for 2027 and the road to Bangkok WorldPride 2030:

Gritapat Setachanatip (Mr. Bee) — Managing Partner, Messe Asia Co., Ltd
gritapat@messecapital.com · prideshow.org