

# HEADQUARTERS

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## UIA ASSOCIATION ROUNDTABLES



INTERVIEW

**JEANNIE LIM**

SINGAPORE'S APPEAL AS

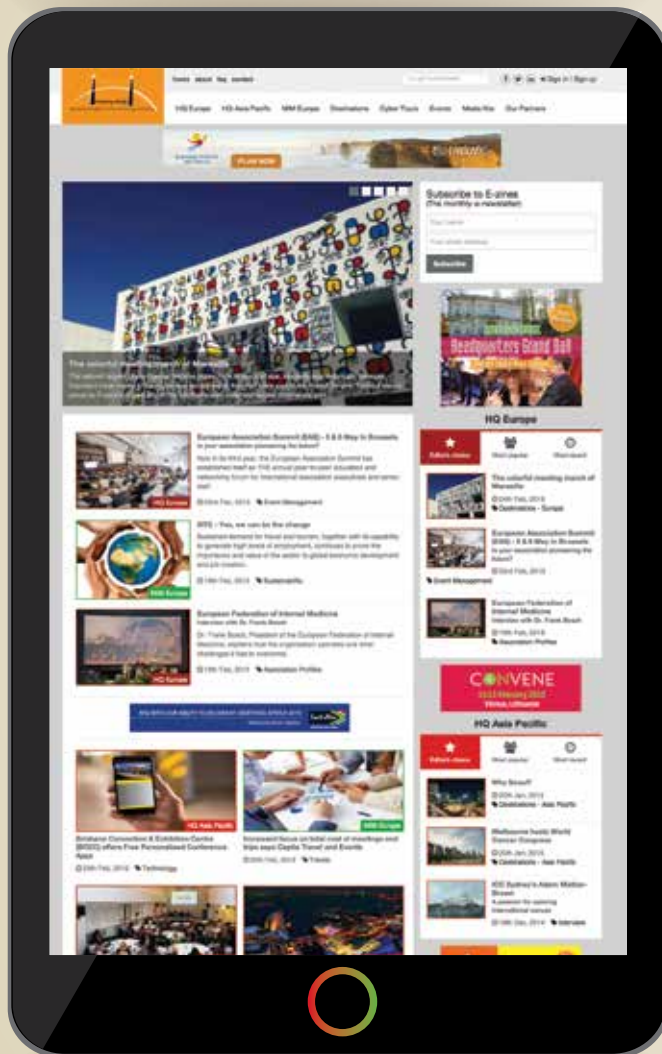
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## Colophon

**HAP** or **Headquarters Asia-Pacific** is a niche publication for local, regional and international associations based in Asia-Pacific and dealing with the organisation of worldwide congresses. Published 4 times a year. Circulation: 2,500 copies in 14 different countries.

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**Marcel A.M. VISSERS**  
Editor in Chief

# Is APSAE only a dream?

Sorry my dear reader for bothering you with an acronym again, but in our industry we like them a lot.

I just returned back from Meetings Africa in Joburg - already the 10<sup>th</sup> edition - with the good news that an African Association of Association Executives was born. Name: AAAE. Place of birth: the Association Day held during the African Meetings Industry fair last February. I remember well the day when I for the first time introduced the idea during an educational session in 2012. A lot of thinking took place since then obviously...

I'll take this opportunity to present the readers of Headquarters Asia Pacific with a full list of existing Association Societies worldwide. After all, you never know how contagious this phenomenon can be...

- ASAE: the American Society of Association Executives (Washington: 22,000 members - well established)
- ESAE: the European Society of Association Executives (Brussels: 200 members - in a growing phase)
- AuSAE: the Australasian Society of Association Executives (Stones Corner and Wellington - 10,000 individual leaders in Australia and New Zealand - a very active association)
- AAAE: the African Association of Association Executives (Joburg 2015 - new baby)
- LASAE: the Latin American Society of Association Executives (not yet existing - too early)
- APSAE: the Asian-Pacific Society of Association Executives (not yet existing). I hope from the bottom of my heart that one day during one of the association days in Bangalore, Bangkok or Shanghai, APSAE will see the light of day...

Question: Is APSAE only a dream? Answer: No!

Suggestion: take contact with AAAE, they can show you the way how to do it.

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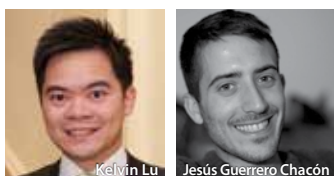
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**CONFERENCE ORGANISERS IN SHANGHAI GET CERTIFIED**

The list of Shanghai’s first “Conference Organizers in Compliance with Management & Service Standards of the Meetings Industry” was released. Thirteen meetings management and service organisations have passed the evaluation in compliance with applicable standards, and with the approval of Shanghai Municipal Tourism Administration, have obtained the “Shanghai Conference Service Standard Organization” certificate issued by the M.I.C.E. Service Standards Technical Committee of Shanghai Tourism Standards Technical Committee.  
[www.meet-in-shanghai.net](http://www.meet-in-shanghai.net)

**MELBOURNE HOSTS WORLD CANCER CONGRESS**

Held at the Melbourne Convention & Exhibition Centre (MCEC) with 2,700 delegates from more than 100 countries, the 2014 World Cancer Congress (WCC) was organised by the Geneva-based Union for International Cancer Control (UICC) and hosted by Cancer Council Australia. Held from 3 to 6 December, it ran concurrently with the Clinical Oncology Society of Australia Conference. The congress was secured by the Melbourne Convention Bureau (MCB) in 2010, with Club Melbourne Ambassador Professor David Hill AO playing a key role in the bid win. Chief Executive Officer of the UICC, Cary Adams, said at the event’s conclusion that the city of Melbourne was the perfect destination for hosting large international congresses like the World Cancer Congress.  
[www.australia.com/businessesvents](http://www.australia.com/businessesvents)

**BRISBANE CONVENTION & EXHIBITION CENTRE (BCEC) OFFERS FREE PERSONALISED CONFERENCE APPS**

A free personalised conference app for clients is the latest new product offering from BCEC. It comes with the same wayfinding technology used at the G20 Leaders Summit and is part of a range of initiatives currently in development, designed to enhance delegate experience at meetings and events. The personalised app comes preloaded with venue content, precinct information and fully integrated venue wayfinding technology. Clients are then able to choose from a selection of powerful event related content and design features. BCEC’s free conference app was launched at AIME (The Asia-Pacific Incentives and Meetings Expo) 2015 in Melbourne.  
[www.bcec.com.au](http://www.bcec.com.au)

**PACKED EDUCATION PROGRAMME AT IMEX’S ASSOCIATION DAY IN FRANKFURT**

Working with millennials, managing an association during a crisis, and how to best use data are just some of the key topics to be explored at this year’s IMEX Association Day on Monday 18 May 2015. Taking place at Kap Europe, Messe Frankfurt’s new conference centre, the free event is exclusively for association executives. More than 300 association professionals from 40 countries are expected to attend. It is a day packed with educational talks by peers and experts offering advice on both the running of associations as well as association events.



Jinmao Tower and Shanghai World Financial Center

It also offers opportunities to network with peers and experts from across the globe.  
[www.imex-frankfurt.com/associationdayregistration](http://www.imex-frankfurt.com/associationdayregistration)

**TCEB LAUNCHES THAILAND CONNECT THE WORLD CAMPAIGN**

THE Thailand Convention and Exhibition Bureau (TCEB) unveiled its integrated Thailand CONNECT The World campaign at AIME 2015 to further strengthen visitor numbers from Australia and the broader Oceania region. Nopparat Maythaveekulchai, president of TCEB, commented: *‘During our last financial year from October 2013 to September 2014, we welcomed over 900,000 business events travellers (from Australia and Oceania), a result which contributed more than A\$2.7 billion (US\$2.1 billion) to the country’s economy. We are confident that through the combination of the Thailand CONNECT The World campaign, as well as other targeted initiatives, the Thai business events sector will continue to grow strongly in the coming years. This year’s prediction estimates over 1,000,000 business events visitors.’*  
[www.businessesventsthailand.com](http://www.businessesventsthailand.com)



Melbourne



BCEC’s app

# DAEJEON MEANS SCIENCE!



**Why organise a conference in Daejeon, the city of Science? It seems first like the Daejeon Convention Centre makes all the difference. Then there are of course all the attractive characteristics of the destination itself.**

## ALL ABOUT SCIENCE

Dubbed “Asia’s Silicon Valley” or “the high-tech technopolis”, Daejeon has a world renowned reputation as a city of science and technology. Over 1,300 research institutes, universities and high-tech companies are located in several specialised zones named ‘Daedeok Innopolis’ within the city. Fifteen per cent of all of Korea’s national R&D investment is spent in this Daedeok

meeting rooms of various sizes, a grand ballroom, an exhibition hall, and a conference hall. All the rooms are ergonomically designed, with the aim to provide not only convenience, but also the utmost comfort.

### 2. Differentiated Technical Tours

Working together with Daejeon CVB, or DIME, Daejeon International Marketing Enterprise, the ETRI (Electronics and

(Korea), Hyderabad (India), Prague (Czech Republic), Toulouse (France) work together and help build bridges between science and conventions. If a congress is organised in one of the partner destinations, GSCA can offer support and advice to ensure the success of your event. If you operate in a specific field, GSCA will use its networks and relationships to ensure connections with practitioners and organisations pertinent to your specialty and conference.

## CONTACT

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## DUBBED “ASIA’S SILICON VALLEY” OR “THE HIGH-TECH TECHNOLIS”, DAEJEON HAS A WORLD RENOWNED REPUTATION AS A CITY OF SCIENCE AND TECHNOLOGY

Innopolis. Specialised universities such as KAIST (Korea Institute of Science and Technology) or Korea University Science & Technology also make sure to shape the next generation of science talents.

But the Daejeon city government displays a real eagerness and passion for science. For science-related conventions and congresses hosted in the city will be cared for and supported in Daejeon like nowhere else, adding definite value to your event.

## 4 REASONS TO GO TO DAEJEON

1. A hi-tech convention centre, the Daejeon Convention Centre (DCC)

In addition to being equipped with the latest hi-tech technology, the Centre has

Telecommunications Research Institute), KARI (Korea Aerospace Research Institute) and other research institutes in Daedeok Innopolis will invite you on a tour to experience new technologies.

### 3. Daejeon’s passion for science conventions

As a city of science, Daejeon city government has set up various support programs in regard to the science-related conventions. Daejeon is here to make your event a sheer success!

### 4. Global Science & Convention Alliance (GSCA)

Daejeon is part of GSCA, an alliance comprising five convention bureaus in five destinations. Adelaide(Australia), Daejeon



# ASIAN PACIFIC SOCIETY OF RESPIROLOGY (APSR)

## A talk with President Michiaki Mishima



Established in 1986, the Asian Pacific Society of Respiriology (APSR) is committed to the advancement and promotion of knowledge of the respiratory system in health and disease, striving to encourage research, improve clinical practice through teaching, and promote the exchange of knowledge among respirologists (commonly known as lung specialists) in the Asia-Pacific region. Its President, Michiaki Mishima, himself a physician who manages the Department of Respiratory Medicine at Kyoto University, Japan, shares with us the challenges of running a medical association with about 15,000 members from around the world, most of whom from Asia-Pacific such as Japan, Australia, New Zealand, Korea, Taiwan, Indonesia, Philippines, Malaysia and Hong Kong.

*Interview Katie Lau*

### Could you briefly describe the purposes of APSR?

The Society aims to promote and coordinate activities in the field of respiratory medicine, to foster research activities in the same field, to organise and coordinate regular congresses and occasional meetings, to produce regular publications, including a Newsletter, the APSR Respiratory Updates and *Respirology*, a journal of international repute.

### Your annual 19<sup>th</sup> conference in Bali attracted 2,800 delegates last year. It's a great turnout. What are the challenges in holding large-scale events like this?

It was wonderful to see a large number of attendees from over 50 countries. The challenges include arranging travel and calculating costs, as we have members from many countries with different native languages, so this can sometimes be an issue.

However, these challenges can be strengths as the diversity of our delegates contributes to the richness of the meeting and allows the sharing of knowledge and innovations. Furthermore, careful event planning and sound budgetary management helps keep costs down, which is an important consideration in our region which has many low- or middle-income countries.

For a regional meeting, flights and travel are often more affordable compared to similar events in Europe or the Americas. Making the conference attractive from the standpoints of high-quality science and

education, coupled with wonderfully hospitable people in a lovely environment, is also a success factor. As our meeting increases in size, logistics and organisational requirements increase proportionally in the sense that the APSR is fortunate in working well with local societies, professional not for profits, and sponsors. We are also grateful to our members, office bearers and teams for their unwavering support and help.

## CHALLENGES CAN BE STRENGTHS AS THE DIVERSITY OF DELEGATES CONTRIBUTES TO THE RICHNESS OF THE MEETING AND ALLOWS THE SHARING OF KNOWLEDGE AND INNOVATIONS

### How do you pick the destination for your annual congress?

The Society has a reputation for friendship and informal discussions often take place among the members about our potential venues for events in different member countries.

Selection criteria includes quality of the scientific program Asia-Pacific and global health care providers, quality of the convention facilities, transport, costs, convenience, a budget that ensures financial viability, quality of the host organisation, environment for the Congress, whether previous APSR events had been held there before, and making sure the location provides representation across our region.

### What do you look for in venues and destinations for your events?

Our goal is to select venues that allow us

to fulfil the aims of the Congress, which includes facilitating education and learning to help health care professionals deliver excellent medical care. Modern facilities and equipment costs are important as the APSR is a not-for-profit organisation. The venues should be attractive, safe and able to provide the rooms and space required for the event. Wifi, AV support, and human resource support are also key items. Some

delegates would like to relax and have a break in conjunction with the Congress, so safety, security and stability are also vital.

Congress venue is also the face of our society. Very distinguished or trendy places shall be considered. Needless to say, we have to cover all the areas in the Asia-Pacific region to hold our events. Therefore, we are always keeping a balance between different locations to be fair to all national societies throughout the region. If this time the event is held in the northern hemisphere, then the next one will be in the southern hemisphere and vice versa.

The 2015 Conference will take place in Kuala Lumpur in December. It will feature the latest advances in basic sciences, epidemiology, research and clinical practice in the field of respiratory medicine by renowned experts from the region and internationally.



Educational Seminar of the APSR



Promotion for APSR 2015 in Bali

**What do you think are the latest trends in the association industry?**

I can foresee deeper collaboration between international societies and organisations to make incentives for the betterment of each society.

**What is the most memorable APSR event that you have organised or participated in?**

All of the past APSR congresses have been memorable for their quality, fellowship and unique local flavour. Each of them has been unique in providing education, training, social opportunities as well as showing off the marvellous qualities of the people and places in our region. If I had to say which is the most memorable, I would say it is the next one. I always feel very lucky to be part of a vibrant event.

**As the President, what do you like about your job?**

I very much enjoy being able to establish new and maintain ongoing relationships with people within and outside the Society. I do find that the people in the respiratory world have enriched my life. Their kindness as well as sharp and advanced knowledge also provide me with contacts with different people and their different ways of thinking and culture.

**How do you see the future of your association? Any plans for the future?**

We see the future of APSR as bright when it comes to promoting lung health in our

region and globally. Some of our longer-term plans for current and future health care providers such as young APSR researchers include increasing the number of our publications and communications to better share and disseminate information and the frequencies of educational events and seminars. We also would like to increase training opportunities for young scientists and clinicians actively involved in respiratory medicine in Asia-Pacific region, and improve our interaction with other global lung organisations through FIRS, the Forum of International Respiratory Societies.

In the shorter term, we need help from our busy members and strive to develop ways to help them better contribute to lung health. We are inviting participation in Assembly activities, development of modern educational activities, hands-on workshops and post-graduate courses.

We also look forward to recruiting new members and countries as well as maintaining our current members. For the latter, we have developed a supplementary category of membership called "The Fellow of the APSR", or FAPSR, to recognise members having more than five years of experience in healthcare or research in respiratory medicine or related disciplines who can help mentor future Asia-Pacific leaders in lung health care.

[www.apsresp.org](http://www.apsresp.org)



Educational Seminar of the APSR

**APSR'S PAST AND PRESENT CONGRESSES**

- 2015 Kuala Lumpur
- 2014 Bali
- 2013 Yokohama
- 2012 Hong Kong
- 2011 Shanghai
- 2010 Manila
- 2009 Seoul
- 2008 Bangkok

# UIA ASSOCIATIONS ROUND TABLES

## What they can offer

The diversity of international associations attending any given UIA Round Table is dizzying, yet each Round Table confirms that we have more in common than our associations' names might indicate. We share challenges and questions and concerns - changing membership, limited resources, complicated legal requirements, to mention just a few - and, when given the chance, we share answers too.

*Text Nancy Carfrae, Coordinator, UIA Associations Round Table*



The UIA Round Tables bring together people who are involved in running associations, have some of them tell about their experience with particular challenges, and give structured time for all of them to exchange concerns and knowledge. We consider a Round Table a success if the participants go home with new ideas, with renewed motivation, and with names of people with whom they want to stay in touch.

We have considerable experience doing this. For over 100 years the UIA has been working to promote and facilitate the work of international associations. Since 2007 the UIA Associations Round Tables are our platform to give a wide range of associations an opportunity to learn through networking and through practice. International associations - professional societies, service organisations, interest groups, charities, and all other types, active in all fields of human endeavour - send

representatives to the UIA Round Tables to meet other international association representatives, to share experience and knowledge, and to gain practical skills and tools. In 2015 the 9<sup>th</sup> Round Table Europe expects to welcome 200 participants for a full day event, and the 3<sup>rd</sup> Round Table Asia-Pacific looks forward to over 100 participants.

Highlights from the 2014 Round Tables include the keynote by Cyril Ritchie, President of CoNGO - the Conference of NGOs in Consultative Relationship with the United Nations, putting the role of associations worldwide in perspective. He underlined the influence and impact associations have in initiating and executing major international projects, and reminded us of the essential humanitarian values animating our work. There were stories from association representatives of challenges faced and - sometimes - overcome.

There was the passionate and motivating message from Jack Sim, Founder of the World Toilet Organization. 'Remember your mission,' he advised us. 'If you spend all your time looking for funds then what you are doing is looking for funds, not fulfilling your mission.' And throughout there were group discussions and conversations on the vision, challenges and future of our own associations, and on the strategies and solutions we employ.

### WHAT MAKES THE UIA ASSOCIATIONS ROUND TABLES DIFFERENT

First of all, they are organised by the UIA, with its century of experience. The UIA is a research institute and documentation centre. Non-profit, apolitical, independent, and non-governmental in nature, the UIA has been a pioneer in the research, monitoring and provision of information on international associations and their global challenges since its founding in 1907.





The UIA Round Tables are by and for associations. They are not business events to which associations are invited. It is perhaps the only event ALL associations can attend, no strings attached. This means the participants come from all over, and from incredibly diverse associations. And, with all our diversity, we have so much in common: questions of management and administration, policies and regulations, values and vision and pragmatism.

**THE UIA ROUND TABLES ARE BY AND FOR ASSOCIATIONS. THEY ARE NOT BUSINESS EVENTS TO WHICH ASSOCIATIONS ARE INVITED. IT IS PERHAPS THE ONLY EVENT ALL ASSOCIATIONS CAN ATTEND, NO STRINGS ATTACHED**

The Round Tables bring together people you won't meet anywhere else. As the UIA's main work is documenting international association activity, it can draw on its own unparalleled database when inviting associations to its Round Tables. The starting point is over 36,000 currently active international associations, of all shapes and sizes. Many of them will never be found on any other list: finding them is, after all, the UIA's expertise. And many of them will never be seen at any other association event or trade fair. They often don't even get invited: their meetings are not frequent or regular enough; they are largely volunteer run; they have, simply, never come to the attention of the organisers of such events. (The recent UIA Survey on International Meeting Issues shows that only 7.3% of the international associations surveyed are familiar with,

and have profited from, "hosted buyer" programmes.)

To make it easier for all associations to attend, including those with fewer resources, the registration fee for associations is kept deliberately low (45€ for Round Table Europe 2015), thanks to the support of our sponsors. In the same spirit, we move the Round Tables each year. The participant numbers are also deliberately kept

low in order to ensure a truly interactive programme and facilitate networking and sharing.

**UIA'S RECENT ROUND TABLES**

In 2014 the Round Table Asia-Pacific, held in October in Seoul, brought together 93 people, including 58 association representatives, from 13 countries. The Round Table Europe, held in November in Dublin, was at maximum capacity with 119 people, including 89 association representatives, from 19 countries. The other participants represent various services with a keen interest in listening to and learning from associations, such as national or city tourist authorities.

**PLANS FOR THE FUTURE**

The UIA Associations Round Table Europe started in 2007, followed by Asia-Pacific in 2013, and now we are exploring opportunities to take it to other parts of the world. We know that many associations do not have the resources - time, staff, money - to travel to distant places. We would like to hold Round Tables around the world so that all associations have the opportunity to attend a UIA Round Table locally.

**WHAT ARE THE MOST IMPORTANT ISSUES FACED BY INTERNATIONAL ASSOCIATIONS TODAY?**

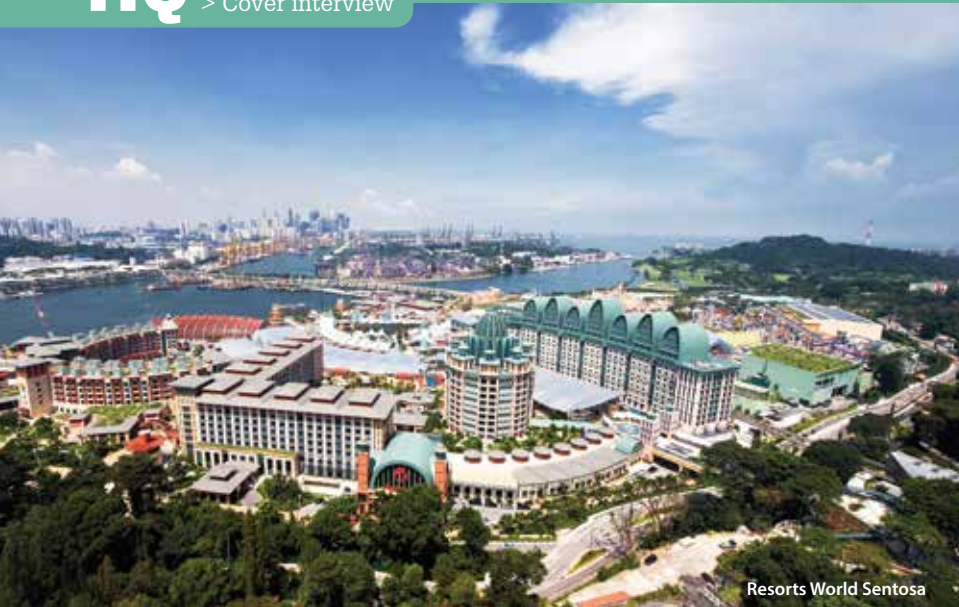
Rightly or wrongly, money is almost always cited as the number one problem. How do we associations ensure we have the financial resources to carry out our work today and to plan for the future?

Communication is also high on the list. Seldom does one meet an association that does not know why it is doing what it is doing, but somehow many of us are unable to get the message across clearly to the people we want to hear it, whether members, funders, the public, or, indeed, sometimes our own Boards. Choosing the right medium and the right moment seem often to be great stumbling blocks.

**[roundtable.uia.org](http://roundtable.uia.org)**

Nancy Carfrae has worked for the UIA since 1984. Her current responsibilities, in addition to the Round Tables, are varied, and included supervising the maintenance of UIA's associations and meetings databases and the compilation of the annual International Meetings Statistics Report.





Resorts World Sentosa



Jeannie Lim

# JEANNIE LIM

## Singapore's appeal as a business events destination

**Jeannie Lim, Executive Director, Conventions, Meetings & Incentive Travel, Singapore Exhibition & Convention Bureau™, explains why Singapore is so competitive and how the destination stays on top of its game.**

**Singapore is celebrating its 50<sup>th</sup> anniversary this year. How is Singapore Exhibition and Convention Bureau incorporating this into its MICE strategy?**

As a start, business event planners and delegates can enjoy the various 50<sup>th</sup> anniversary promotions and experiences on offer, from meeting packages to complementary leisure activities. This includes initiatives like "Singapore: Inside Out", a travelling showcase that will profile some of Singapore's contemporary creative talents on an international stage to meeting planners in Beijing, London and New York City before returning to Singapore.

At a broader level, the Singapore Exhibition & Convention Bureau (SECB) will continue our clustering strategy to deliver greater value for our business delegates. This approach is centred on programming complementary business events around flagship shows in Singapore's key economic

clusters. It has worked well as it allows time-strapped delegates to maximise opportunities across the different events within the same eco-system.

**In what way does Singapore stand out as an association destination?**

Singapore's appeal as a business events destination lies in its stable and conducive business environment, financial strength and highly-skilled, multi-cultural workforce. These same factors have also attracted international organisations to base their regional offices here, examples of which are the International Air Transport Association (IATA), World Vision International (WVI) and the World Bank.

Together with more than 7,000 multinational companies, these organisations contribute to the strong global networks that reinforce Singapore's value proposition of being the leading business and

knowledge hub in Asia. Collectively, this has further established Singapore as a centre for knowledge exchange. Singapore is also home to around 150 International Non-Profit Organisations (INPOs) including the World Wildlife Fund (WWF), The World Bank Group, Tax Free World Association (TTWA), International Federation of Interior Architects/Designers (IFI), and International Air Transport Association (IATA) - a number that has more than quadrupled since 2005.

In addition, we also have a diverse range of convention centres, unique meeting venues and exhibition halls that further adds to our appeal. Recent developments such as Gardens by the Bay, River Safari, and the Singapore Sports Hub also provide unconventional venues for corporate events.

**What are your views on alliances between destinations that have the same competitive edge?**

Singapore is part of the BestCities Global Alliance, which comprises some of the world's leading CVBs and outstanding

meetings destinations that are individually and collectively committed to quality assurance. As member of this Alliance, Singapore taps into a continuing conversation about global best practices in association meetings, and is better able to work with the Singapore meetings industry to adapt to emerging trends and meet the evolving needs of international meeting planners. Aside from the learning benefits, the Alliance works together actively on the business development front, sharing leads and organising activities to profile the Alliance and each partner to association meeting planners.

**What role do meetings play in Singapore's economy?**

MICE activities contribute approximately S\$ 3.7 billion or 1.1 per cent of Singapore GDP in 2012<sup>[1]</sup>. This is an increase from 0.9 per cent of GDP in 2008. The Meetings segment contributes the highest proportion at 55.4 per cent of total economic impact. Beyond the direct economic benefits, MICE also contributed in terms of networking opportunities, branding of Singapore and cross-industry skill sharing.

**SINGAPORE'S APPEAL AS A BUSINESS EVENTS DESTINATION LIES IN ITS STABLE AND CONDUCIVE BUSINESS ENVIRONMENT, FINANCIAL STRENGTH AND HIGHLY-SKILLED, MULTI-CULTURAL WORKFORCE**

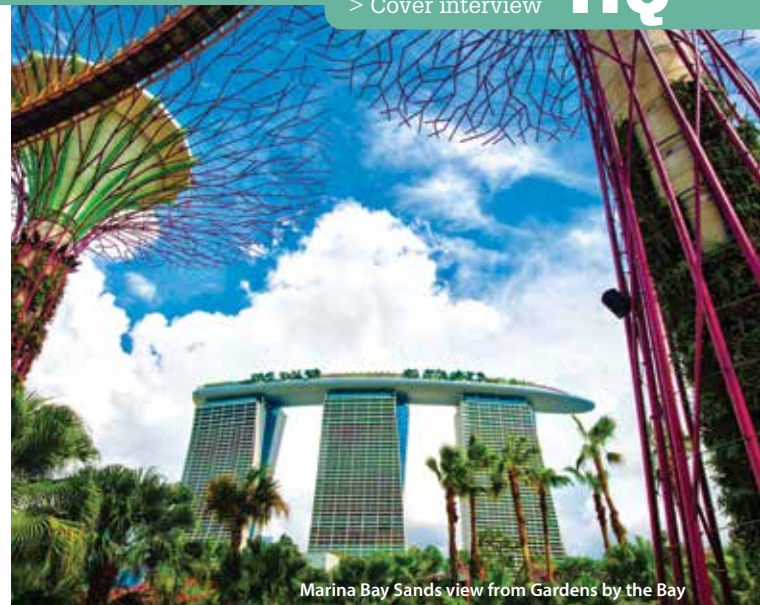
Singapore, by virtue of its geographical location, attracts businesses interested in investing or finding out more about the Southeast Asian region. In this regard, meetings, conferences and exhibitions play an important role, providing platforms for businesses to network and further their interests in the region. Recognising the importance of meetings sector, STB set up a Corporate Meetings and Incentive Travel team in 2014 to manage this specific segment.

**How has the MICE landscape in Singapore changed over the last decade?**

The development of the Integrated Resorts has changed the game by delivering a one-stop-shop for MICE events organisers and attendees. Events held at Marina Bay Sands and Resorts World Sentosa not only provide various events spaces, but also house accommodation, dining, retail, and entertainment options under one roof.

Some of Singapore's attractions also meet the growing demand for more interesting and non-traditional meeting venues and experiences outside the conventional board room and hotel meeting facilities. Some attractions that integrate MICE facilities together with unique leisure offerings include the S.E.A. Aquarium™, River Safari, Gardens by the Bay, ArtScience Museum™, Universal Studios Singapore®, Goodman Arts Centre, and Marina Bay Cruise Centre Singapore to name a few. These venues make for interesting backdrops for team building activities or learning journeys that may be incorporated within the meeting programmes.

To meet the growing concern about sustainability and the environmental impact of



Marina Bay Sands view from Gardens by the Bay

corporate travel growth. Companies are employing stricter travel policies and making major cutbacks in corporate spending. This has led to the shrinking of overall traveller attendance, meeting budgets and average spending.

For business travellers in general, however, we are committed to delivering value-added experiences for the long-term. We have developed the MICE 2020 Roadmap together with industry partners to ensure that Singapore is better positioned to deal with industry challenges. This three-pronged strategy ensures that Singapore can sustain our leadership position in the future:

- Connected City: Singapore as a smart MICE city that enables business visitors to get to where they want to go, and do what they want to do seamlessly. It is also about leveraging big data.
- Singapore MICE Experience: Singapore as an inspiring destination with experiential events and authentic local character.
- MICEHQ.SG: Singapore as Asia's MICE capital anchored on skilled talent, knowledge as well as competitive MICE companies and associations.

[www.yoursingapore.com](http://www.yoursingapore.com)

**What are the challenges that you personally foresee?**

Even though Asia is still thriving as a global tourism hotspot, reports such as the American Express 2014 Global Meetings and Events Forecast have noted that there has been a gradual deceleration in Asia's

[1] Source: Economic Impact Analysis (EIA) study on the industry from 2008 to 2012. The study aimed to demonstrate the extent to which the local MICE industry supports the economy in Singapore.

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Gary Khan



Chowmahalla Palace

# GARY KHAN

## India with a vision

Jalil Khan, known mostly as Gary, hails from Hyderabad, but has lived most of his life away. Having spent 23 years working for United Airlines in the USA, he is now the CEO of Hyderabad Convention Visitors Bureau, the only organisation of this kind in India, as Gary likes to remind us. A man of wisdom and frankness, he shares here his insights about India as a convention destination, but also explains why, according to him, Hyderabad is a few steps ahead of its India counterparts.

*Interview Cécile Caiati-Koch & Rémi Dévé*

**HQ: With a brand-new Prime Minister in office, it seems the country as a whole is going to a brand-new direction. Can you elaborate on this?**

*Gary Khan:* The 15<sup>th</sup> and current Prime Minister of India, Narendra Modi is in office since May 2014. He conjures up visceral reactions across India. Mr. Modi felt - in fact we've all felt - India needed a change and he has a clear, ambitious vision for our country. He has infused confidence with the people of India, gathered the nation as a whole, as well as the US with which India has important trade relations.

His ideologies underline the growth of the nation as a whole, borne out of cultural and

ethical values imbibed within all Indians. As the Incredible India campaign stresses on its motto - "Athithi devo bhava" which translates to "Guest is God" - it has been personified in his works since he became the Prime Minister. India, with its audacious workforce that is as good as any other nation, has its roots deep engrained in its cultures and traditions. It is this juxtaposition, Mr. Modi beckons, that makes India so unique in the global arena!

Mr. Modi recognises people's talent and wants to promote it, along with Indian traditions. The new India will expand trade and manufacture to the world and simultaneously promote tourism and technology. He wants to make India the IT country *par*

*excellence*, and diversify from the agricultural industry. It all sounds like he has grand plans for India. He has resolved, for example, to make it easy for people to get visas to come and visit or organise conferences. He's understood the significance of MICE business as being important and made it one of our first priorities because it is high yield tourism per head: he has given clear instructions for business tourism to become a well-defined target market.

**HQ: Will you play a role 'educating' him and making him understand what the meetings industry is really about?**

*Gary Khan:* As you know, Hyderabad is the only city with a Convention Bureau, so yes, I've been asked many times by industry colleagues to share my expertise. I'm eager to tell Mr. Modi how the meetings industry can impact India as a country, how its grandiloquence can boost the economy as a whole, what a meeting organiser looks for in a destination and what a delegate is after when he comes to a conference.



Golkonda

Then, of course, I'm going to ask him for money! There has to be government support and funding for the Indian meetings industry to grow. India is a rich country, in the sense of its huge IT market, export industry, IT products and services, its large manufacturing segment and even medical tourism sectors. As it is, actually all fields that impact our economy are encouraged - in addition to the promotion of ethical values, discipline, and even cleanliness!

It's the whole increase of the GDP that is at stake and we should all be on the same page about this. Having said that, the MICE industry is inter-reliant with the tourism sector and India epitomizes its endorsement through its identity of being a world renowned unique destination. Educating about the meetings industry collates all these aspects.

**HQ: We hear the outbound meetings market is booming in India. But what about the inbound market? Who is coming to do events in India?**

*Gary Khan:* An assortment of people really, but mainly from Europe and the United

States. A large number of foreign companies - in the IT, pharmaceutical and health-care sectors - have offices in India, they see the country as an exotic destination, and they promote it to their headquarters back home. A good example is the mis-

**I WILL DARE SAY HYDERABAD IS TWO OR THREE STEPS AHEAD OF THE REST OF THE COUNTRY WHEN IT COMES TO MEETINGS, PRIMARILY BECAUSE OF THE WAY ALL PARTIES - STATE GOVERNMENT, SPECIALISTS IN THE FIELD, AND THE BUREAU ITSELF - WORK TOGETHER**

sion of the Hyderabad Convention Visitors Bureau (HCVB), that actively goes out to the world via trade and road shows, taking Hyderabad to the world and bringing the world to Hyderabad. We also have a distinct advantage since India is an English-speaking country and the world's largest democracy.

But I'll give you one example that says it all. We recently won the bid to host the 2016 International Congress of Infectious Diseases. The Boston-based International Society for

Infectious Diseases has always had a particular focus on the global burden of infectious diseases and the meeting will be held in India for the first time, bringing about 3,000 delegates to Hyderabad. I personally took the organisers to meet with all the top brass in

the government and only then were they completely convinced that we had a true coalition of power houses to impressively host their prestigious congress. India, and particularly Hyderabad, was already ready for them! That's what made a difference.

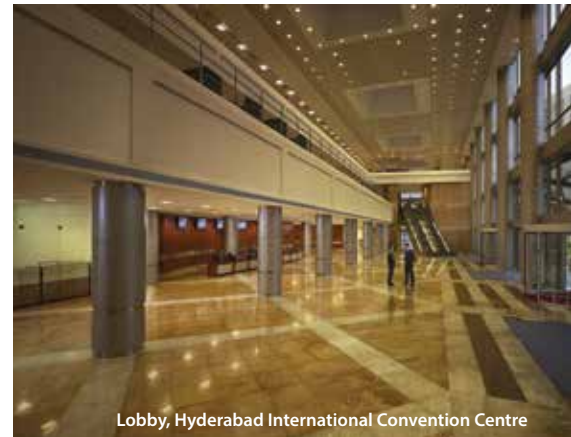
Everybody wants to make India a success story in the meetings industry. For this, we attribute to the strong support from the authorities and also from very powerful local associations and institutions filled



Hyderabad International Convention Centre , Theatre Style



Sit Down Dinner at Hyderabad International Convention Centre



Lobby, Hyderabad International Convention Centre

with nationalistic pride and zeal to promote any congress that is marked to come to Hyderabad. The same approach to win the World Neuro Rehabilitation Congress 2018 was applied and again, we were successful. The Hyderabad victory announcement was made in Istanbul Turkey, late last year.

**HQ: Back to Hyderabad. As the CEO of the Convention Bureau, can you tell us about how the city has evolved?**

*Gary Khan:* I will dare say Hyderabad is two or three steps ahead of the rest of the country when it comes to meetings, primarily because of the way all parties - state government, specialists in the field, and the Bureau itself - work together. Hyderabad has also the necessary infrastructure: there are hotels galore to suit all levels of budgets, all geared up for meetings. There are, for example, the Novotel with its integral Conference Centre the only true one in the country, the Hyderabad Marriott Hotel & Convention Centre, the Westin Hyderabad Mindspace Hotel, The Trident Hyderabad, etc., and I'm not even talking about our beautiful world-class airport - a recipient

of numerous international awards, with its convenient connectivity to the hotels and venues. We also have, as members in our Bureau, the nation's best and finest PCOs. The importance of the holding of MICE events in Hyderabad is clearly recognised, as well as their economic impact to our city, society and nation.

Doctors are also coming back to Hyderabad to work here and medical tourism is an ongoing growth industry for the region. People from all corners of the globe come for treatment and procedures. Thus, Hyderabad has become a very suitable location to hold medical and pharmaceutical conferences, supplemented by exciting touristic excursion programmes. The region has grown rapidly and is continuing to grow as a global IT centre. We can list enterprises here that include Hewlett Packard, IBM, Microsoft, Google, Facebook, HSBC, Dell, etc.

**HQ: On a personal level, what do you like about Hyderabad ?**

*Gary Khan:* I always knew I would return home to India. I wanted to give something

back to Hyderabad and the Bureau is the perfect vehicle for doing that. I certainly didn't come back for nothing. I longed for a growing vibrant destination, rich in potential. I clearly sense it here; there's a certain way of working which resembles the Western methodical way. Our newly formed Telangana government borne out of the new state thinks fifteen years ahead and I'm in line with that. I simply love it here; it's like a nice big family working hand-in-hand together.

Also, when you come to Hyderabad, you don't just come to a solitary city in the world's largest democracy, you come to India itself. The City of Pearls, as they all call it, stands as a testimony to time that enunciates development and exponential growth. My utmost favourite part about Hyderabad is the flamboyant people we have here. The perfect galvanization of harmony and work ethics is what determines the population to work efficiently in their own respective sectors. 2015 and beyond is the Dawn of India, and Hyderabad is leading it!

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# PUTRAJAYA INTERNATIONAL CONVENTION CENTRE (PICC)

## An introduction

Putrajaya International Convention Centre (PICC) is one of Malaysia's premier meeting and convention venues. Nestled in an oasis of green parks, lakes and wetlands, it's a carefully planned, high-tech centre for meetings of any types and shapes.

Located 20 minutes from Kuala Lumpur International Airport (KLIA) and just a stone's throw away from famous hotel such as Putrajaya Shangri-La, Marriot Putrajaya and Pullman Putrajaya Lakeside, PICC will soon have its own dedicated hotel which will make the organisation of international residential conferences very easy.

The first convention centre to be awarded the Energy Efficiency and Conservation Best Practices Award by ASEAN in 2007, it has reaped many accolades ever since. Among them, let's mention the Best Brands in

Services - Convention Centre Award by the Asia Pacific Brand Foundation (APBF) 2013-2014 and the International Quality Crown (IQC) Award 2014 in the Gold Category.

Rising majestically from the top of Putrajaya's highest point, PICC is both an iconic landmark overlooking Malaysia's government headquarters and one that incorporates a modern, spacious and versatile design, architecturally and culturally meaningful.

Joining forces with Malaysia Convention & Exhibition Bureau (MyCEB) at overseas



tradeshows, organising successful familiarization trips for conference organisers, PICC CEO Badlishah Ahmad says key target markets are regional markets, as well Europe and the US: 'We can comfortably accommodate mega events of up to 8,000 delegates. Other facilities at PICC include a Plenary Hall for 2,800 delegates, a Banquet Hall for 2,500 people, two multifunction halls, 10 conference rooms and a VVIP Lounge.'

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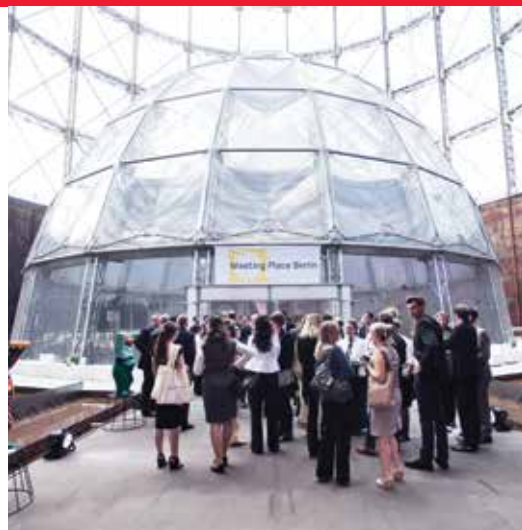
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# MEETING PLACE BERLIN

## An event that brings people together

At Meeting Place Berlin, from 2 to 6 July 2015, the German capital will present itself to 150 national and international top event planners. Together with Berlin's meeting industry partners, the visitBerlin Berlin Convention Office will provide information about trends and new developments in the city.

Heike Mahmoud, Director of Conventions at the visitBerlin Berlin Convention Office says: *'Meeting Place Berlin is an excellent way for our customers to experience our city as a diverse meeting and convention destination. The personal exchanges during the event bring people together and provide incentive to further develop what Berlin has to offer to our customers.'*

### TRABI SAFARI AND NEIGHBOURHOOD TOUR: COMPREHENSIVE GENERAL PROGRAMME

The opening night in the AXICA Convention and Conference Centre offers the ideal setting for a first get-together in a pleasant atmosphere. Located directly at the Brandenburg Gate, this building is impressive with its unusual architecture, offering a first glimpse of the city's modern meeting and conference landscape.

On the following days, the decision-makers of the world's major associations, organisations, companies, and convention agencies will meet 50 Berlin suppliers from the MICE industry in two workshops at the newly opened Westhafen Event & Convention

Center (WECC). The suppliers include hotels, locations, and service providers. The WECC is the appropriate place for an intensive exchange: the former warehouse presents Berlin's dynamics and variety of offbeat locations.

In addition to the workshops, site inspections will present the latest conference hotels and city venues. Varied incentives will provide unforgettable Berlin experiences: Nostalgic East Berlin fun awaits the participants, for example, on the Trabi Safari. No other vehicle in Berlin attracts more attention to itself, and at the same time suits the city and its history better.

City tours will lead beyond known paths and well-known attractions such as the Brandenburg Gate and the Berlin TV tower. The tours will explore the city's different neighborhoods. Along the way, in streets with small restaurants, shops and parks, Berlin will reveal its truly distinctive character. At the "farewell party," delegates will enjoy a cocktail in Beach-Mitte – one of the largest beach bars in the capital – in the typical relaxed Berlin summer atmosphere.

### ENTHUSIASTIC PARTICIPANTS

Meeting Place Berlin is organized every two years by the visitBerlin Berlin Convention Office along with its city-wide partners. Since 2005, Meeting Place Berlin has developed into an internationally known event, generating enthusiasm among past participants. Feedback has been positive: *'Thanks for fantastic days in Berlin. I have learned a lot, seen interesting meeting locations and new parts of Berlin',* the representative of a medical association from Sweden summed up. An Italian incentive organiser added: *'I often join fam trip (since 15 years more or less) but this had been really different and top level in terms of programmes, venues and excursions proposed.'* And a convention organiser from Israel was thrilled: *'The Meet Berlin Team showed highest professionalism and it was a pleasure attending the event.'*

The figures speak for themselves: 131,200 events, 10.93 million participants, and 7 million hotel stays in 2014. This makes Berlin one of the leading convention destinations. Worldwide Berlin ranks among the top 5 sites for association conventions: the German capital occupies fifth place in the latest ICCA statistics.

**More information and registration at [meeting-place-berlin.com](http://meeting-place-berlin.com)**

**Learn more about the Berlin convention metropolis at [convention.visitBerlin.com](http://convention.visitBerlin.com)**

# BEYOND THE CONVENTIONAL

The Adelaide Convention Centre welcomes the world to its new state-of-the-art facilities, designed with the event planners' future requirements in mind. It is surrounded by premiere entertainment, sporting and medical precincts, and set on the city's waterfront district.

Find out more about our brand new building at [adelaidecc.com.au](http://adelaidecc.com.au)

# NEW ADELAIDE CONVENTION CENTRE WEST BUILDING Opens its Doors



**The Adelaide Convention Centre has officially opened the doors to one of the most modern, flexible and technologically advanced convention and events spaces in the world in March with the launch of its new West Building.**

The new West Building, the first stage in a two-stage expansion, was launched with a series of business, arts and community events (March 11-14) with the opening week program designed to showcase the building's flexibility and versatility. The views from the new West Building are captivating with sweeping vistas of the River Torrens from the majestic SAHMRI building around to the new Riverbank footbridge, redeveloped Adelaide Oval and beyond.

The Panorama Ballroom with its river frontage is the jewel in the crown and can cater for 600 for a gala dinner and 1,000 for a meeting or conference. Operable walls provide the flexibility for the Panorama Ballroom to be sub-divided into three smaller meeting spaces. New Halls (LMNO) provide a multi-functional space that can be sub-divided into six different configurations and Australia's largest retractable lighting grids allow ceiling heights to be adjusted and shaped for each event.

A movable automated plenary facility, also the largest of its kind in Australia, can seat up to 1,000 and can be located in various locations within the Halls. Concerts for up to 3,500 can also be hosted in the space.

Adelaide Convention Centre Chief Executive Alec Gilbert said the multi-million dollar

expansion will enable the Centre to be more competitive with convention centres in Australia and overseas to attract both a greater number and bigger conferences and events to Adelaide: *"The expansion's flexibility gives the Centre's clients many more options when it comes to planning conferences and events. With three unique buildings that integrate seamlessly, we'll be able to open up the entire Centre for a large international conference or offer self-contained conferences within individual buildings."*

## THE EXPANSION'S FLEXIBILITY GIVES THE CENTRE'S CLIENTS MANY MORE OPTIONS WHEN IT COMES TO PLANNING CONFERENCES AND EVENTS

Other key features of the West Building include the Riverbank Rooms which provide four additional meeting rooms which can be sub-divided or opened up into one large meeting room. The expansive Riverbank Foyer opens up directly onto the Riverbank Promenade.

Additional space has also been created with the City Rooms – a series of interconnecting meeting rooms with its own foyer space, registration areas and set-backs and an outdoor terrace.

The expanded Centre is already proving popular with 600 conferences, events and seminars already secured including

30 events each with more than 1,000 delegates. These events will bring 71,000 delegates to Adelaide and create 226,000 bed nights.

They include the 68<sup>th</sup> International Astronautical Congress in 2017 (3,000 delegates) and Australian Petroleum Production & Exploration Association Ltd (APPEA) Conference and Exhibition in May 2018, with an estimated 2,500 delegates and 230 exhibitors.

The West Building opening also marked another key milestone in the transformation of the Adelaide's Riverbank precinct, with

the expanded Centre at its heart. The outlook over the River Torrens and proximity to the new Adelaide Oval, medical and health precinct and revitalised West End with its laneway bars and restaurants are now key selling points for the Centre.

Work on the East Building, the second stage of the redevelopment, which replaces the existing Plenary Building is already underway. The multi-purpose, state-of-the-art facility will have plenary capacity of up to 3,500 seats. This stage is scheduled for completion in mid-2017.

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**Dr Louise Wong,**  
International Board Member

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FROM OVERSEAS

**LOCATION**  
SYDNEY, AUSTRALIA

**DATE**  
JUNE 2014



# SYDNEY BLITZES ROTARY FORECASTS BY 2,000 PARTICIPANTS

The 105th Rotary International Convention in Sydney in June eclipsed targets by 2,000 people, with 18,603 attendees participating in the four-day program.

## THE APPEAL OF SYDNEY

Chair of the 2014 Sydney Convention Committee, Mark Daniel Maloney, attributes the strong delegate numbers in part to Sydney and Australia's global appeal.

With close to 15,000 participants attending from overseas, he said the destination's charm and the fact delegates were coming to support Rotary at the Sydney convention were contributing factors in the higher than anticipated attendee numbers.

Combining the convention with an appealing destination continues to see the international meeting retain high numbers, with around 75 per cent of participants personally paying to attend Rotary.

"Sydney, I perceive, is on the bucket list of many people. Once in their life they want to travel to Sydney and Australia. To be able to travel to Australia and attend the Rotary International Convention - putting the two together - made it happen now rather than five years or further into the future."

## DELIVERING THE EVENT

It appears as if the city delivered on all fronts, with Mr Maloney citing the friendliness of Rotary volunteers and Sydneysiders generally, the expansive Sydney Olympic Park precinct where the majority of meetings and events took place, and the generosity of Government,

both State and Federal, helped push this year's convention to new heights.

"There has been nothing that we could not do at Sydney Olympic Park. We had our plenary sessions, 90 break-out sessions, a fantastic House of Friendship [exhibition space], and we even had a separate service opportunities exhibition which allowed us to do some large scale project exhibitions which had not occurred at a Rotary convention before.

The size of Sydney Olympic Park - in total 640 hectares including expansive parklands - also allowed Rotary to hold its End Polio Now 3km Walk to help raise awareness of Rotary's campaign to eradicate polio, and give delegates a taste of life in Australia with the Great Aussie BBQ Lunch in Cathy Freeman Park. Other activities included packing meals for Rotary's Stop Hunger Now campaign and construction of a book maze from donated books which will be sent to 50 primary schools to benefit Aboriginal children.

Sydney Olympic Park Business Events Manager, Karlah van Arend, said she has received glowing reports from the organising committee on the precinct.

"The success of the event is a tribute to the hard work of many people in the venues, the Sydney Olympic Park Authority, and

across all arms of the NSW Government," Ms van Arend said.

## RECORD-BREAKING FUNDRAISER TO END POLIO

Delegates at the Sydney Rotary International Convention helped raise \$120,000 for the global eradication of polio.

With generous support from the Bill and Melinda Gates Foundation and Sydney Harbour BridgeClimb, which donated 50 per cent of the cost of BridgeClimb tickets to Rotary, money will now be used by Rotary in the fight against polio. The money raised is enough to buy polio immunisation vaccine for 240,000 children.

The Rotary End Polio Now climb also broke two world records. The climb saw Rotary have 340 people on the bridge at the one time, smashing Oprah Winfrey's previous record of 315, and also breaking the world record for the number of flags flying on any bridge in the world at the one time, with 278 flags flying and 219 different flags.

At the official opening of the convention Australian Prime Minister Tony Abbott pledged \$100 million over the next five years to assist Rotary in its End Polio Now campaign.

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