



THE ASSOCIATION  
MAGAZINE

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

# Headquarters

JULY 2017 - N° 30

ASIA PACIFIC

AN EXCLUSIVE INTERVIEW WITH

**AMELIA ROZIMAN**

THE NEW HEAD OF

**SARAWAK**

CONVENTION BUREAU

GLOBAL DESTINATION  
SUSTAINABILITY INDEX

CREATING A LASTING LEGACY

INTERNATIONAL MEETINGS  
STATISTICS REPORTS





# Hangzhou,

Inspiring  
New Connections



Business Events  
Hangzhou

# UIA PUBLISHED THE 58TH INTERNATIONAL MEETINGS STATISTICS REPORT

**For the past six decades, the Union of International Associations (UIA) has undertaken statistical studies on the preceding years' international meetings, based on information systematically collected by the UIA Congress Department and selected according to strict criteria maintained over the years, thus enabling meaningful comparison from year to year.**

Meetings taken into consideration include those organised and/or sponsored by the international organisations which appear in the Yearbook of International Organisations and in the International Congress Calendar, i.e. the sittings of their principal organs, congresses, conventions, symposia, regional sessions grouping several countries, as well as some national meetings with international participation organised by national branches of international associations.

Not included are purely national meetings as well as those of an exclusively religious, didactic, political, commercial, or sporting nature, and corporate and incentive meetings, the survey of these specific markets not being within the scope of activities of the UIA.

More prominence is also given to presenting data which, due to the passage of time, can be considered to have stabilised. The editors emphasise that the number of meetings in the database for the current reporting year will, on average, increase by 11 percent over the next year, and by nearly 32 percent over the following five years.

The complete report is available for sale to the public following a period of three months' exclusive use by UIA Associate Members; it will be available to non-members from September 1st 2017.



For more information:

[WWW.UIA.ORG](http://WWW.UIA.ORG)  
[STATISTICS@UIA.ORG](mailto:STATISTICS@UIA.ORG)

## Top international meeting countries in 2016

	Country	Number of meetings	Percentage of all meetings
1	South Korea	997	9.5%
2	Belgium	953	9.1%
3	Singapore	888	8.5%
4	USA	702	6.7%
5	France	523	5.0%
5	Japan	523	5.0%
6	Spain	423	4.0%
7	Austria	404	3.9%
8	Germany	390	3.7%
9	Netherlands	332	3.2%
10	Thailand	279	2.7%

## Top international meeting cities in 2016

	City	Number of meetings	Percentage of all meetings
1	Brussels	906	8.6%
2	Singapore	888	8.5%
3	Seoul	526	5.0%
4	Paris	342	3.3%
5	Vienna	304	2.9%
6	Tokyo	225	2.1%
7	Bangkok	211	2.0%
8	Berlin	197	1.9%
9	Barcelona	182	1.7%
10	Geneva	162	1.5%

# SARAWAK

## A NEW BEGINNING

**Amelia Roziman, the former General Manager of Marketing and Sales at the Sarawak Convention Bureau (SCB), has recently been appointed as its very first Chief Operating Officer since its establishment in 2006. Roziman talks exclusively to HQ about her incredible journey with the SCB, the new ambitious marketing campaign, and her secrets of success.**

AMELIA  
ROZIMAN



***First off, congratulations on your promotion! Could you tell us how you got started in the business?***

Thank you! I started as a graphic designer in San Francisco, USA after graduating from the City College of San Francisco. Upon my return to Kuching, I immersed myself in the world of Event Management.

In 2006, I joined the Sarawak Convention Bureau as one of the pioneering team members. Back then, my role was a sales coordinator. And over the years, it has evolved to my recent appointment as COO; a title which I am so grateful for and one which I do not take lightly! I reckon the beauty of this organisation is that we can dabble in various areas, harness our potential and keep on moving forward.

***How did you translate your passion for art into a career path with the Bureau?***

In arts, creativity and perception is key. And the more entrenched you are to the roots of it, the more you expand your horizon and capability. And the same principle applies in this area, be it something as broad as the concept of destination marketing, or something as specific as resolving on-the-ground issues. These issues are perceived as learning opportunities, and we need to be creative in devising alternative solutions. I think to be able to see things for not only what they seem to be on the surface, but what lies underneath is extremely important.

***What challenges do you face in promoting Sarawak as a meeting destination?***

Branding awareness is perhaps the toughest challenge to date. The constant need to evolve in our marketing strategies and keeping up with trends such as digital marketing is crucial when it comes to integrating Business Events and Leisure Tourism as a brand and maintaining its consistency.

This however, signifies the endless opportunities in the sense that Sarawak for example, is not yet known to some international companies. Therefore there are many potential clients that have yet to discover Sarawak. As a second-tier destination that has hosted 55th ICCA Congress on SCB's 10th year of operation, ours is a testimony that our efforts have – and will – continue to elevate our international presence.

***What is SCB up to now under your leadership?***

The Bureau is entering a new era of Business Events (BE) after a decade of fighting to put Business Events on centre stage. As our predecessors have set a bright path, it is our duty to expand from this and to continue with the legacy.

Moving forward, the Bureau is as aggressive as ever in its vision – especially with a bold campaign such as the Redefining Global Tribes; a global campaign which extends the boundaries of Sarawak in uniting Business Events communities to construct a stronger identity for the sector in the economy.

Redefining Global Tribes is a movement which perfectly encapsulates the key drivers of a thriving 21st century BE success story: unity, community and identity. These key drivers also happen to be Sarawak's core tribal values, and incidentally, the values we believe make up a thriving BE sector. All of which naturally leads to Sarawak being the "face" of the new era of Business Events.

### **What sets Sarawak apart from other similar destinations in the region?**

Presently, Sarawak is a leading second-tier destination and we are working our way upwards. We set the trend by ensuring that the benchmark we achieve was always coupled with Sarawak's renowned hospitality. To be able to provide facilities and services that rival the best around the region, our advantage has been the consistency in offering competitive prices for quality products (MYR4.4 to USD1 at the time of writing). Furthermore, our pre- and post-activities provide delegates with something completely fresh, vibrant and original.

In key cities like Kuching and Miri, there has been a surge in newly built or refurbished international branded hotels that have incorporated facilities for MICE, for example the UCSI Hotel, Pullman Kuching, Imperial Hotel Kuching, Miri Marriott Resort & Spa, Mulu Marriott Resort & Spa and so on.

Furthermore, the recognition that Business Events has a deep-rooted value stems from the Sarawak government itself is a confidence booster for investors and event organisers alike.

### **Any proud moments with the SCB that you could recall?**

Too many! If I had to name one of the occasions where I felt extremely proud I would probably say when we won 2008 ICCA Best Marketing Congress at Victoria, Canada. Nevertheless, the win was not only for Sarawak, but for Malaysia or any Asian country for that matter. It was a monumental event as I was there, on the stage as one of the appointed core presenters, in front of over 1,000 international delegates, representing my heritage as an indigenous aka native tribe member from Borneo!

This goes beyond being a cultural icon, an "attraction" if you will, but as a representation of Sarawak and all its values; the state's unique identity, its strong sense of community and its uncompromising unity witnessed through the lens of the world.

And this precisely is what our Redefining Global Tribes campaign is all about.

### **What are your secrets of success?**

To put it concisely, success is synonymous with focus, determination, discipline. You need to be hungry enough for it, put in the work, and know that success is not an overnight story. I also strongly believe that success happens when you can work alongside everyone, irrespective of their background or standing. Everyone has something to bring to the table, invaluable experiences truly unique to each. It is through this unified collaboration that we can create the unimaginable!

**“** I think to be able to see things for not only what they seem to be on the surface, but what lies underneath is extremely important **”**

Amelia Roziman



For more information  
[WWW.SARAWAKCB.COM](http://WWW.SARAWAKCB.COM)



# ICCA: ASSOCIATION MEETINGS HIT AN ALL-TIME HIGH IN 2016

**The number of international association meetings continues to double every ten years, according to the annual rankings conducted by the International Congress and Convention Association (ICCA). Paris and the USA were ranked as the top city and the top country for organising the most meetings during 2016.**

The report concluded that a total of 12,212 rotating international association meetings took place in 2016, a ground-breaking year for the sector with 136 additional meetings compared to the previous year. Moreover, the sector has grown exponentially in the past decade as the number of association meetings more than doubled in the past ten years, from just under 6,000 in 2006 to over 12,000 in 2016.

ICCA also released statistics on cities and countries that hosted the most meetings during 2016. Paris reclaimed the top spot since 2014, followed by Vienna and Barcelona in the second and third places respectively. Singapore is the first Asian city jumping one place from seventh to sixth. Top ten newcomers were Amsterdam (sharing the seventh slot with Madrid) and Seoul (from 13th to tenth).

The top 10 country rankings remained largely the same as the previous year. The top three were USA, Germany and the United Kingdom while France and Spain swapped places (now fourth and fifth respectively). China PR joined Japan in the seventh place followed by the Netherlands and Canada, who shared the tenth slot with Portugal.

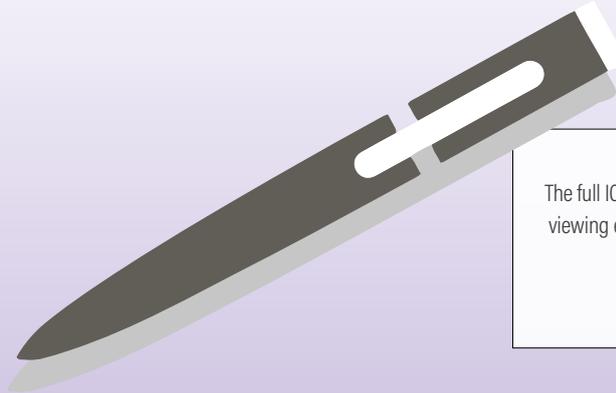
## Top 20 city ranking by number of meetings organised in 2016

Rank	City	# Meetings in 2016
1	Paris	196
2	Vienna	186
3	Barcelona	181
4	Berlin	176
5	London	153
6	Singapore	151
7	Amsterdam	144
8	Madrid	144
9	Lisbon	138
10	Seoul	137
11	Prague	126
12	Bangkok	121
13	Dublin	118
14	Copenhagen	115
15	Beijing	113
16	Budapest	108
17	Buenos Aires	103
18	Stockholm	101
19	Hong Kong	99
20	Rome	96



## The 56th ICCA Congress will be held in Prague, Czech Republic from 12-15 November 2017

ICCA CEO Martin Sirk concluded, "The Information Revolution and Knowledge Economy are experiencing continuing exponential growth, so it's hardly surprising that the entire association meetings community is responding in such a dynamic fashion. Traditional association meetings are growing strongly, but they are definitely no longer the only game in town!"

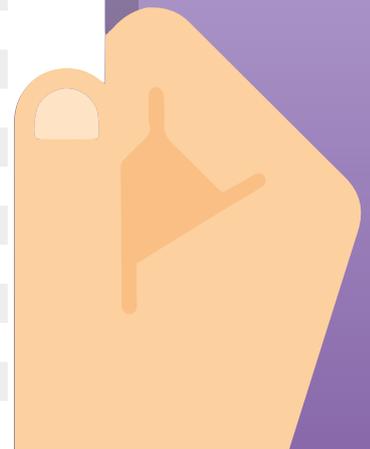


The full ICCA statistics reports are available for viewing exclusively for ICCA members online:

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

### Top 20 country ranking by number of meetings organised in 2016

Rank	Country	# Meetings in 2016
1	U.S.A.	934
2	Germany	689
3	United Kingdom	582
4	France	545
5	Spain	533
6	Italy	468
7	China-P.R.	410
8	Japan	410
9	Netherlands	368
10	Canada	287
11	Portugal	287
12	Austria	268
13	Republic of Korea	267
14	Sweden	260
15	Brazil	244
16	Australia	211
17	Poland	195
18	Belgium	194
19	Argentina	188
20	Switzerland	184





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**PACIFICO YOKOHAMA**

# ASSOCIATIONS FORUM DRAWS LEADERS TOGETHER IN SYDNEY

**Associations and organisations in the not-for-profit sector from all over Australia and New Zealand gather annually at a wonderfully inspiring event designed specifically for them and the somewhat “hidden” world of association management. This year the 12th [Associations Forum National Conference \(AFNC\)](#) will run at the newly opened ICC Sydney on 17-18 July 2017 and around 450 leaders, professionals and business providers are expected to attend.**



**JOHN  
PEACOCK**

For the past few years the AFNC has increasingly attracted the attention of associations in some Asian countries and for good reason. The programme is highly practical with workshops and interactive sessions – delivered by an impressive line-up of more than 60 presenters speaking from real experience – interspersed with motivational keynote speakers in a concentrated series of presentations over the two days sharing resources, ideas and experience in the many specialist facets of running this type of organisation. *“As a Filipino association executive, I always find time to participate in international association-related events to continuously update and upgrade my knowledge and skills in association leadership and management. One such event is the Associations Forum National Conference which I immensely enjoy attending and learning a lot from, with the bonus of meeting peers and new friends in the association community,”* states Octavio ‘Bobby’ Peralta, CEO & Founder, Philippine Council of Associations and Association Executives.

Supporting in an exhibition alongside is a series of sponsors who specialise in providing services to associations including destinations for conferences with their local suppliers. With around 60 exhibitors there are plenty of ideas sparking thought such as the “Learning

Labs” powered by Aptify, a membership software and association management provider, which are 30-minute walk-in workshops with hands on topics about using technology for a whole variety of regulation, membership and marketing type projects. Refreshments and meals are all served in the exhibition area which adds to the lively exchanges.

Ensuring attendees get to meet each other outside sessions there is an active social programme including welcome drinks and a conference dinner as well as an orientation session for “First Timers” and those attending on their own plus a pre-conference “Sydney Sights Walking Tour” for a two-hour introduction to the city. No wonder the motto of the event is “Learn, Network, Grow”!

Recognising the diversity of the not-for-profit sector with his many years of experience, **Associations Forum general manager John Peacock** said *“Associations range in size from those employing hundreds of staff to those run purely by volunteers. Whether you represent a federal body in need of advice on structure or you come from a small, volunteer-run association that is looking to take the next step, the conference has the kind of practical information that will be of benefit to you.”*

Through their networks, programme planners manage to identify issues that are most pressing currently for the associations. *“With a broad membership which not only includes associations but also charities and other special interest groups, Associations Forum is always conscious of producing a programme which covers issues affecting the broader not-for-profit sector,”* Peacock continued.

A programme highlight is a detailed look at how three associations have coped with major challenges from government and media. The panel, of this sure to be popular session, includes Brenton Scott, executive

director of Greyhound Breeders, Owners and Trainers Association who will, based on recent upheavals affecting the industry, no doubt have several suggestions regarding an association’s response to both external and internal pressures.

This year sees the addition of four new Special Interest Group Workshops in the areas of communications, advocacy, events and membership meeting for facilitated discussion on key challenges and an opportunity to network over breakfast.

With something for just about everyone, attendees have gained greatly from the experience and feedback to the organisers has been glowing. *“What a sensational event and opportunity to connect. I think it was the best one yet – great venue, really excellent exhibitors, loved the panel style sessions. Congratulations again to you and your team”* – Ellie Pietsch, General Manager, Australia, Resolution Institute.



Visit:  
[WWW.AFNC.ASSOCIATIONS.NET.AU](http://WWW.AFNC.ASSOCIATIONS.NET.AU)  
for the latest programme and to register.

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## A FUND FOR EMERGING COUNTRIES IN ASIA

**MARCEL A.M. VISSERS**  
EDITOR IN CHIEF

HeadQuarters magazine

I have just returned from the **European Cities Marketing (ECM) International Conference & General Assembly 2017**, held in the inspiring city of Dubrovnik, Croatia. As the city was absolutely teeming with tourists the organisers had obviously made the perfect choice. I continue to have questions about how convention bureaus should position themselves in this context.

Surprisingly they only appear to have a piecemeal presence. It may seem as if I am endlessly repeating it but clearly there is a huge difference compared to the meetings industry or MICE. If any of you remain in doubt about this you are most welcome to request a copy of my presentation. It can't be disputed that the real strength of the **ECM** is what they inherited from a dying **EFCT** (European Federation of Conference Towns), i.e. the famous Summer School for up and coming meetings industry professionals.

This 3-day Summer University has become a must for anyone who wishes to learn more about the fundamentals of a career in the meetings industry. I enjoy going there myself to talk to students about Meetings Journalism and how to work with the press. I also devote much time to promoting MICE in the Emerging Continents, **Africa, South America** and a few countries in the **Asia Pacific** region.

As a result, we organised a Summer University two years ago in Johannesburg, South Africa, for young African professionals in the meetings industry. We are also very hopeful to hold a Summer School in **Bangkok** at the end of 2018. Or perhaps in **Lima** the year after that. But this is precisely where the shoe pinches. At these 3-day events I am missing too many students from less favoured areas, most probably because they can't afford the conference fee.

That's why I have created a foundation to help this group of people and allow them to participate. Headquarters Magazine will donate all the proceeds of its annual Association Grand Ball. But it might not be enough. So if you feel you wish to support this worldwide educational project you are most welcome to send me an email and you will receive more information about the foundation. We hope that next year we will be in a position to sponsor 10 young African professionals to register for the Second African MICE Academy.

**I AM ALREADY LOOKING FORWARD TO IT.**

MORE STORIES ON [WWW.MEETINGMEDIAGROUP.COM](http://WWW.MEETINGMEDIAGROUP.COM)



THE ASSOCIATION  
MAGAZINE

# MEET THE TEAM OF HEADQUARTERS MAGAZINE



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OUR INTERNATIONAL TEAM IS HAPPY TO GUIDE YOU IN ENGLISH, FRENCH, DUTCH, ITALIAN, SPANISH, GERMAN, POLISH, CHINESE (MANDARIN & CANTONESE), ARABIC, HINDI AND URDU

## NEW IDEAS, NEW PROJECTS

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## STAY TUNED!

# IS YOUR ASSOCIATION EXPLORING OPPORTUNITIES IN THE ARABIAN PENINSULA?

Inaugural conference under the Patronage of  
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Economies in the Middle East are rapidly growing, and many reforms and strategies are in place allowing associations to take advantage of the increasing opportunities in the region.

**Dubai Association Conference** is an opportunity for professionals from regional and international associations to gain insights into the latest market trends and to learn how Dubai is growing its association community.

Dubai Association Conference will address the following and much more:

- How associations should deal with business disruption and government reforms
- Collaboration between associations, corporations, academia and government

- How associations can successfully involve future generations

The conference is taking place **11th - 12th December 2017 at Dubai World Trade Centre**. Following the conference, delegates are invited to join a two-day programme to explore Dubai in its entirety from business to culture to heritage and entertainment.

Dubai Association Conference is organised by Dubai Association Centre – a joint initiative of the Dubai Chamber of Commerce and Industry, in collaboration with the Dubai Department of Tourism and Commerce Marketing and Dubai World Trade Centre.

To find out more and register:  
[www.dubaiassociationconference.com](http://www.dubaiassociationconference.com)

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1

## ICCA OMAN MEETINGS ASSOCIATION EXPERT FORUM (18-19 OCT, 2017)

Oman Convention Bureau, in collaboration with International Congress and Convention Association (ICCA) and the Oman Convention & Exhibition Centre, will be organising the first edition of an annual forum that marks the first steps on the journey towards achieving Oman's 2040 tourism strategy. The Forum will comprise of international associations who will share their expertise and embark on strategic working relationships with local associations in Oman.

[WWW.OMANCONVENTION.COM](http://WWW.OMANCONVENTION.COM)

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## ADNEC GROUP WINS TWO PRESTIGIOUS AEO AWARDS

The AEO Awards recognised Abu Dhabi National Exhibitions Centre as the 'Most Sustainable Exhibition and Conference Venue' and ExCeL London as the 'Venue of the Year', confirming ADNEC Group's growing industry recognition as an international venue developer that delivers consistently excellent facilities and services to events community.

The judging process was managed by an independent organisation and finalists were decided by a panel of 38 judges.

The AEO Awards recognises the best that the global events industry has to offer, celebrating organisers' achievements, venue excellence and service quality. The Association of Event Organisers Ltd (AEO) is the trade body representing companies which conceive, create, develop or manage trade and consumer events.

[WWW.ADNECGROUP.AE](http://WWW.ADNECGROUP.AE)

2

## DUBAI ASSOCIATION CONFERENCE MAKES ITS DEBUT

Dubai Association Centre has introduced the 1st Dubai Association Conference, which will be held on 11-12 December 2017. This conference will be a platform for gaining insights from international and regional experts on the latest trends in areas such as membership, online communities, restructuring education, volunteerism, and governance. The Conference will provide relevant networking opportunities for professionals from regional and international associations, government representatives, and university academics and students.

[WWW.DUBAIASSOCIATIONCONFERENCE.COM](http://WWW.DUBAIASSOCIATIONCONFERENCE.COM)

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## MACAO TOUCHES THE STARS

Macao has greatly improved their ICCA Rankings when they jumped 21 places in global city rankings and up three spots in the Asia Pacific rankings. In its 2016 report, Macao was acknowledged to have hosted 37 international association meetings, which met ICCA's criteria for association meetings that rotate among three countries at least. In 2015, Macao played host to 27 such meetings.

This is the highest number of international meetings in the last decade, reflecting the hard work put in by the Macao Trade and Investment Promotion Institute (IPIM), the lead agency in the promotion and marketing of the destination for business events.

Macao's estimated total number of participants attending these association conventions in 2016 was 25,895, with four association events whose average number of participants were more than 3,000. These included the 11th Worldwide Chinese Life Insurance Congress (WCLIC); ACM Siggraph Asia 2016; 17th International Dragon Award Annual Meeting (IDA); and the 8th World Assembly of Zhuang Yan Clan.

[WWW.IPIM.GOV.MO/EN](http://WWW.IPIM.GOV.MO/EN)

3

## "MISSION IMPOSSIBLE" IN HYDERABAD

The 10th Convention India Conclave is all set to open on 29-31 August in HICC Hyderabad, India. The Indian Convention Promotion Bureau hosts an annual conclave to gather prominent MICE industry leaders, PCOs, suppliers, conference planners, buyers and government officials from the Ministry of Tourism.

This year the theme of the conclave would be Expanding the Boundaries - Mission Impossible.

[HTTP://ICPB.IN/](http://HTTP://ICPB.IN/)

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## JOINING HANDS TO PROMOTE CLEAN ENERGY INNOVATION

The People's Republic of China hosted the 8th Clean Energy Ministerial (CEM8) and the 2nd Mission Innovation Ministerial (MI-2) on 6-8 June 2017 at the China National Convention Centre (CNCC) in Beijing. This annual meeting of energy ministers and other high-level delegates from the Mission Innovation (MI) members—22 countries and the European Union—provided an opportunity to leverage high-level political will and private-sector leadership to drive ambitious, real-world clean energy policies and actions.

The Conference welcomed thousands of participants including members of the Ministry, representatives from international organisations, government delegations, and domestic and foreign industry elites. Zhang Gaoli, Vice Premier of the State Council of the People's Republic of China, read a congratulatory letter from President Xi during the opening speech at the Conference.

[WWW.CNCCCHINA.COM/EN](http://WWW.CNCCCHINA.COM/EN)



# ASIA PACIFIC ASSOCIATION OF TECHNOLOGY AND SOCIETY (APATAS)

## BRIDGING THE GAP BETWEEN TECHNOLOGY AND SOCIETY

**Founded in early 2013 to promote dialogue among social scientists, IT practitioners and technologists, APATAS is a budding Hong Kong-based professional membership association with close to 100 members from Australia, Hong Kong, North America and Western Europe, including criminologists, sociologists, law professors, and biotech scientists. Dr. Laurie Lau, the founding chairperson and a cybercrime risk and security expert, explains why it's important to facilitate the relationship between technology and society.**



### *How different is APATAS compared to other similar organisations in the region?*

One unique feature about APATAS is that it provides a rare platform for both social scientists and technologists to mingle and exchange the latest research ideas. More importantly, APATAS is more agile than most of other similar organisations in the region, because these associations are normally based in publicly funded universities so their organisational structures generally are orthodox and very rigid in their approach, whereas APATAS does not carry the burden of traditions or legacy so we would be more open to embrace the latest ideas.

### *Why is it important to bring together technologists and social scientists?*

In the past, these two disciplines only crossed each other's path and neither group met or socialised at the same venue; there is a clear and pronounced division between these two specialisations. However, as modern technology is now permanently impacting on our society with far and wide consequences, it gave APATAS a fantastic chance to achieve our aim by bringing multiple disciplines together under one roof, in doing so we can gather more knowledge on technology and society while at the same time opening up new opportunities for collaboration.

**HOST CITIES OF THE ICCCF OVER THE YEARS:**

**DR.  
LAURIE LAU**

FOR MORE INFORMATION, VISIT  
[WWW.APATAS.ORG](http://WWW.APATAS.ORG)



***It seems that the relationship between technology and society is now more important than ever with the rise of social media, widespread use of smartphones, and development of AI and automation. How does APATAS address this complex interplay between the two?***

I completely agree with what you said. What is also very clear that almost every day we are seeing newer technologies introduced into the commercial market and impacting the society. APATAS is playing an important role in the region from expert-expert and expert-public perspectives. As expert-expert, we bring together these experts so they can meet and share their ideas. At the expert-public level, we also serve as a neutral platform for these experts to question, debate and identify the pros and cons of technology's impact in a society and hence we can give a clearer and better informed perspectives to the public. As a result, these two perspectives are interconnected with each other.

***How has APATAS evolved over the years?***

In recent years, we saw a significant shift and ever-evolving landscape in terms of how we are relaying our core message not just to our member community, but to the society-at-large, we are now more proactively using the social media channels than ever before, which are evolving fast.

***What is your biggest event?***

Our biggest event is our annual International Conference on Cybercrime and Computer Forensics (ICCCF) conference, with about 160-300 attendees, depending on where the conference is held, because from my experience that the turnout has everything to do with location, location and location.

***Looking back, what makes you proud during your time at APATAS?***

As a Hong Kong-based association, I am proud that we could step outside Hong Kong to organise all our activities. More importantly we won the trust of our

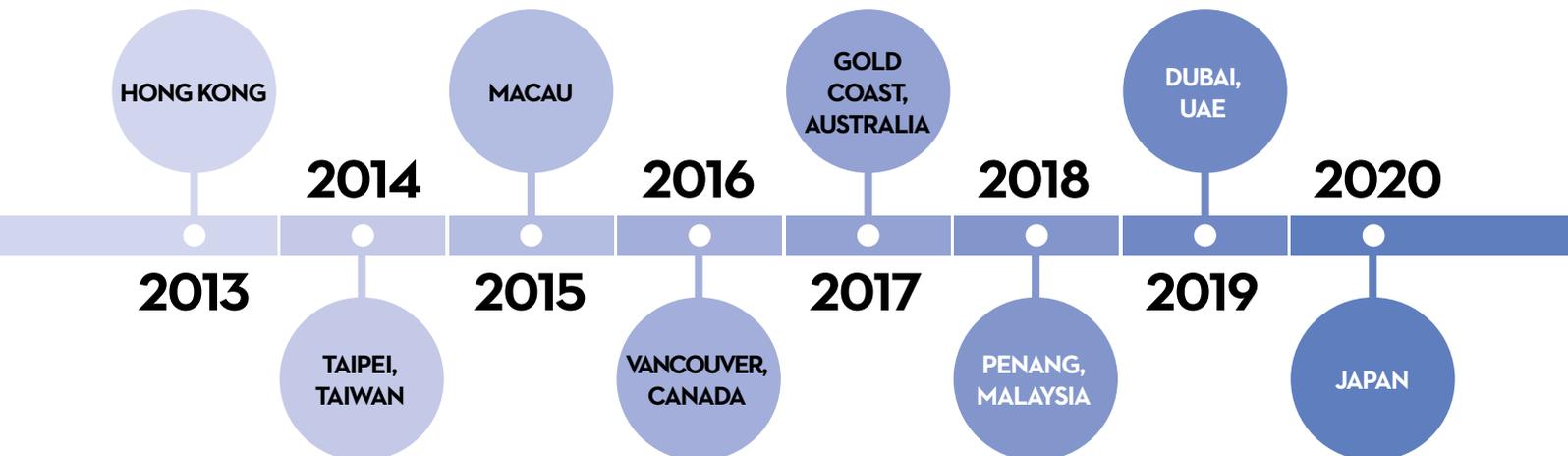
Western counterparts to collaborate with us, which is sometimes not that easy for many Asian-based associations.

***How do you see association meetings in general?***

Speaking as a qualified professional, I'd like to say that at the moment almost all convention bureaus are likely to look at association meetings as a 'tourism spin-off' and a source of revenue, but the truth is that association meetings are more than just a source of revenue, but is a major contributor for global economic, academic and professional development that feeds into governmental policy objectives, such as inward investment, talent attraction, knowledge transfer and innovation or creation. Therefore, I urge convention bureaus around the world to change their traditional thinking on association meetings and realise the breadth of these impacts on their own policy priorities.

***Any plans in the pipeline?***

Our longer-term plans include publishing our own journal and providing professional training on cyber risk and security. In term of expansion of our membership base, we would like to reach into regions in the Middle East, Africa and South America.



# TRIPARTITE ECONOMIC SUMMIT OPENS UP TRADE DOORS FOR AUCKLAND

**Auckland has developed long-term and sustainable business connections with major cities Guangzhou and Los Angeles through the historic Tripartite Economic Alliance.**

**The Alliance was signed in November 2014 after the three sister cities decided to upgrade their relationships from cultural and political to business and investment. It has increased trade relations between the three cities.**



JAN  
TONKIN

The Alliance – the first of its kind in the world – set a new benchmark for how global cities engage, collaborate and create mutual economic growth opportunities in the 21st Century.

Auckland, Guangzhou and Los Angeles share knowledge and information including research and development, and create economic opportunities based on common themes of innovation, technology, urban design and infrastructure development.

The Alliance established an annual business summit and in 2016 it was Auckland's turn to host the event. The 2017 Tripartite Economic Summit will be held in Guangzhou in November.

The 2016 summit was an ideal vehicle for Auckland to promote its business capability and investment opportunities, particularly in infrastructure, food and beverage and technology.

The successful summit, organised by economic growth agency Auckland Tourism, Events and Economic Development (ATEED) and IAPCO member, The Conference Company, helped strengthen business relationships, created further momentum and opened up doors for local export companies.

The summit featured industry sectors such as high-value food; entertainment, digital media and E-commerce; advanced manufacturing and automation; smart data and urban design – areas where Auckland has world-class expertise and ground-breaking research and development.

The summit attracted nearly 700 delegates, double the anticipated number of 350; a total of 300 business matching meetings; more than 90 speakers over two days; 13 funding partners; and 440 dinner guests including New Zealand then Prime Minister John Key. Guangzhou sent a 100-strong delegation led by Vice Mayor Wang Dong. The summit sponsors included Huawei, Fu Wah International Group, Industrial and Commercial Bank of China (ICBC) and China Southern Airlines.

The workshops, panel sessions and site visits explored high-value food megatrends including health and nutrition; cross border e-commerce; how virtual and augmented reality is changing your world; new forms of media entertainment such as apps and mobile video viewing; real-time analytics and monetisation of data; advanced automation (vehicles); and additive manufacturing (involving advanced materials and 3D Printing).

The business matching was one of the highlights of the summit. When the businesses registered for the summit they were asked to state their interests and objectives, and matchings were co-ordinated by The Conference Company.

The 'matched' businesses made contact, had initial discussions and meetings were arranged before they arrived in Auckland. The meetings ranged over topics such as entering each other's market with an expert local partner, discovering the perfect supplier, and finding a R&D partner or investment opportunity.

The outcomes of the 2016 summit were:

- Seven Memoranda of Understanding (MoU) were signed, including one between Guangzhou Urban Planning Design Survey Research Institute (GZPI),

Los Angeles Business Council (LABC) and the Tamaki Makaurau (Auckland) Design Alliance to set up an urban design alliance to share knowledge and design principles and benefit the sustainable development of the three cities. Four MoUs were signed by Auckland and Guangzhou and the University of Auckland on science and technology collaborative studies into cancer, new anti-diabetic medicines, degenerative diseases and obesity related metabolic diseases.

- Hillary Wang, of VIPSHOP Information and Technology, who spoke about the 'Perspectives on Global Investment' session, said her company is looking to open an Auckland office in 2017.
- Screen Auckland's screen attraction specialists had a number of productive meetings with producers from both Guangzhou and Los Angeles, and LIC China chief executive Keiko Bang and Auckland film companies explored food show ideas for television.
- Stronger links into companies and clients in China, and 23 businesses with high growth potential in

Auckland's sectors of competitive advantage, have subsequently undertaken an assessment with an ATEED Business & Innovation advisor.

- From discussions held at the summit, the AR/VR Garage in Eden Terrace was established and now has more than 20 tenants, with corporates such as Microsoft and Datacom being involved.
- The top five Summit objectives from the visiting delegates' perspective were: Business/trade opportunities; new networks; sector knowledge; international knowledge (information sharing); and investment.

The Chinese People's Association for Friendship with Foreign Countries recognised the achievement of the summit by awarding Auckland a Certificate of Honor – Friendship City for Exchanges and Cooperation with China.

The summit also won an Excellence in Economic Development award in 2016 – a silver in the Special Event Campaign category organised by the

International Economic Development Council (IEDC). Through the Tripartite Economic Alliance, ATEED made a call for action to Auckland businesses and entrepreneurs to become more engaged in trade with China involving high-value, technology-based and services from the region's advanced industries.

ATEED has taken the view that one connection leads to another, and one business deal also leads to others.

This article was provided by the International Association of Professional Congress Organisers, author JAN TONKIN, President of IAPCO, Managing Director of The Conference Company, New Zealand. IAPCO represents today 117 companies comprised of professional congress organisers, meeting planners and managers of international and national congresses, conventions and special events from 41 countries.

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# HIGH FIVE TAIWAN, MEET TAIWAN!

**Following a popular campaign last year, MEET TAIWAN is ready to heat up things again and give the world a big high five with the launch of a fresh High Five Taiwan programme. With a brand-new digital marketing campaign and a wide variety of High Five events, Taiwan is looking forward to welcoming more MICE professionals and making an even bigger splash in the global MICE industry.**

In 2016, MEET TAIWAN succeeded in “greeting” the world’s MICE industry with the straightforward body language of a “High Five.” Inspired by the greeting gesture, “High Five Taiwan” successfully improved Taiwan’s booth traffic by 17%. A series of CSR activities drove the energy higher, resulting in many positive responses.

This year, the new High Five Taiwan campaign introduces a fun digital interactive application, combining interesting game interaction with the distinctive High Five gesture to attract attention. To better familiarise visitors with Taiwan’s conference and events environment, the application is designed with 3 unique topics – “efficiency,” “variety” and “professionalism” – Taiwan’s strengths in the MICE industry. The High Five Taiwan campaign made its debut at the Worldwide Exhibition for Incentive Travel, Meetings & Events (IMEX) reaping considerable praise.

MEET TAIWAN is committed to the development of Taiwan’s MICE environment. In addition to actively cultivating a new generation of talent, MEET TAIWAN is constantly promoting Taiwan’s MICE industry in a various ways, such as overseas promotion groups, participation in large-scale overseas MICE exhibitions and holding overseas roadshows. In 2017, MEET TAIWAN will continue to make great efforts to improve Taiwan’s international visibility and give a High Five to the MICE elites all over the world!

## ABOUT MEET TAIWAN

Taiwan’s Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs (MOEA) has been sparing no efforts to improve Taiwan’s MICE industry since 2009. Taiwan’s MICE Promotion Programme (MEET TAIWAN) was launched to steer Taiwan’s MICE industry to shine on the global stage. Taiwan External Trade Development Council (TAITRA) was authorized by the BOFT to take charge of the MEET TAIWAN programme.



### Taiwan’s MICE Promotion Programme (MEET TAIWAN)

Sponsored by Bureau of Foreign Trade, MOEA  
Organized by Taiwan External Trade Development Council  
Ad. by Bureau of Foreign Trade, MOEA



# CREATING A LASTING LEGACY

## A LOOK AT ICC SYDNEY'S "INNOVATIVE FEEDING YOUR PERFORMANCE" INITIATIVE

**Opened in December 2016, International Convention Centre Sydney (ICC Sydney) is showing the world that it is a truly unique venue, with innovation at its core.** Text by Samantha Glass, Director of Communications at ICC Sydney



Beyond its world class facilities, striking contemporary design and team of 1,800 people striving for excellence across the board, it is ICC Sydney's clear framework and drive to positively contribute to its local economy, society and environment that sets it apart.

While many convention centres measure the economic impact of business events in their host cities, CEO of ICC Sydney, Geoff Donaghy, said he is also passionate about ensuring the venue delivers a lasting legacy for regional communities, delegates and visitors, as well as ICC Sydney's own people.

"ICC Sydney is the nexus between two important areas of benefit – the visitor economy and the knowledge economy. In a first for the industry, we are investigating a third stream – how communities across New South Wales (NSW) benefit from our operation.

"We've partnered with University of Technology Sydney (UTS) to track key indicators for convention centre success. This includes annual updates on Corporate Social Responsibility (CSR) objectives, delegate experience, and economic impact for both Sydney and regional farming communities."

Donaghy points to ICC Sydney's world leading Feeding Your Performance initiative as key to success here – an approach he said is now embedded across the venue's operations, including the on-boarding of new suppliers and employees.

"The catalyst for the legacy programme was the launch of our culinary proposition, which focuses on sourcing highly nutritious ingredients locally. This has informed the development of unique relationships in which we collaborate with a network of 65 regional farmers directly or through co-ops and boutique providores.

"These agreements have set the foundation for a wealth of economic, social and environmental benefits across the board, and we believe our new project with UTS will showcase just how impactful our approach is."

#### FEEDING YOUR PERFORMANCE IN ACTION

ICC Sydney's Feeding Your Performance philosophy, is already delivering demonstrable gains.

#### ECONOMIC DEVELOPMENT

Local food supply chains are seen as a new paradigm to help spark rural development across the globe, and ICC Sydney has crafted one of its own. By doing so, it is supporting local producers directly and helping to create financial stability, drive growth, job creation and regional development – all of which happen to also key objectives of the NSW Government.

Here, producers working with ICC Sydney have themselves said that the long-term opportunity is great and the impact on regional towns is meaningful. Key benefits they have pointed to include business expansion, prized promotion of their businesses and regions, and increased tourism opportunities.

Suppliers are already using their relationship with ICC Sydney to plan for growth too, including one farmer who is extending his business and that of others in his region by growing a speciality potato just for the venue. Another noted that by showing they can meet large volume needs, they are more able to win additional business.

#### SOCIAL IMPACT

Executive Chef of ICC Sydney, Tony Panetta, said that partnerships with organisations like ICC Sydney build recognition for farmers and their expertise, while also helping them to focus on growing high quality produce and providing opportunities for speciality produce to be realised that would otherwise not be feasible.

"My mission is to source ingredients that have high nutritional value and are bursting with true flavour.

One trend we are seeing at the moment for example, is going back to the use of wild potatoes that have come from the Andes. They may be mismatched in colour and shape but they're much more nutritionally dense. We're also using a variety of potato that does not absorb oil. Along with the obvious nutritional benefits, we are giving our supplier a platform to bring this amazing produce into the mainstream."

Panetta said that by working shoulder to shoulder with suppliers, the team is developing new ways to deliver wholesome food to visitors, building menus designed to aid concentration, focus and stamina, and to promote alertness.

#### SUSTAINABILITY

ICC Sydney ensures that all its suppliers hold the same values as the venue, and this includes a commitment to sustainability. Partners are vetted for sustainability through a comprehensive survey process and, in many cases, through interviews and tours of facilities.

ICC Sydney is also reducing critical 'food miles' by working with local suppliers, and because of a shorter transportation distances, there is the additional benefit of less packaging, processing and refrigeration.

Only mere months into its operations, ICC Sydney is building its reputation as the world's leading business events destination, and its commitment to innovation is fuelling impressive real-world benefits. It's certainly clear that the venue is one to watch.



ICC Sydney\_ Executive Chef Tony Panetta with Martin Boetz at the Cooks Co-op with local Hawkesbury River produce

# ASIAN DESTINATIONS RELUCTANT TO BENCHMARK IN MICE SUSTAINABILITY

The **Global Destination Sustainability Index (GDS-Index)** was launched earlier this year as the first-ever sustainability ranking for event destinations worldwide. The index was created specifically to help destinations, event planners and suppliers to evaluate the sustainability strategies of destinations and their local events industry. Text by Roger Simons, CMP, MCI Group

Originally initiated by ICCAs Scandinavian Chapter and MCI, the Index aims to drive the adoption, promotion and recognition of sustainable practices in business tourism in our cities. In addition to measuring and benchmarking a city's environmental strategy and social sustainability performance, the GDS-Index includes criteria that are event industry-specific: industry supplier support (restaurants, hotels and convention centers) and convention bureau strategy and initiatives. Participants are then provided with feedback and information to help them develop and improve their destinations event sustainability strategy.

## ASIA PACIFIC BEHIND

Since March, the index has 38 cities participating from five continents but there's a clear trend to greater participation from Europe with just Kyoto, Sapporo, Melbourne and Sydney representing over 30 potential countries present in Asia Pacific.

What's behind this trend? Perhaps there's an element of fear that many destinations will not boast the infrastructure and progress in sustainability to match the likes of Sweden and Germany but is this founded on fact? Nations such as Singapore and Korea

frequently appear in the global legal tables. The 2016 Arcadis Sustainable Cities Index ranking 100 global cities on three dimensions of sustainability: People, Planet and Profit placed Singapore as number 2 in the world behind Zurich with Seoul not far behind in 7th.

We spoke with Melbourne Convention bureau and learnt that they use the index to bring together key stakeholders and leverage the city's credentials to attract conferences, Karen Bolinger, CEO states, "As a leading convention bureau, we are using the GDS Index to raise benchmarks to ensure that conference organisers benefit from hosting sustainable events, while working with industry partners to enhance the Melbourne experience now and into the future."

Dima Azarov, Sapporo Convention Bureau, shared his perspective, "As a city that is covered by 60% of greenery or 6 meters of snow in the winter time, we've always been considerate of the environment but we've found the platform established by the GDS-Index provides bureaus with the means not only to promote their practices, but also to tackle the matter on broader scale. To be able to learn from the best and to be able to apply that to your own efforts is the value we share with the GDS-Index members."

## INCREASING PRESSURE & GLOBAL FOCUS

Corporates and Associations are increasingly focused on sustainability and the most recent formalisation of a global approach is the United Nations 2030 Agenda for Sustainable Development and the accompanying Sustainable Development Goals (SDGs). These goals set out a clear framework for driving sustainability for both institutions, businesses and governments. US Special Coordinator for the Post-2015 Development Agenda, Tony Pipa stresses that the goals are vital to ensure universal achievement and that environmental conservation and action on climate change is especially critical in this region.

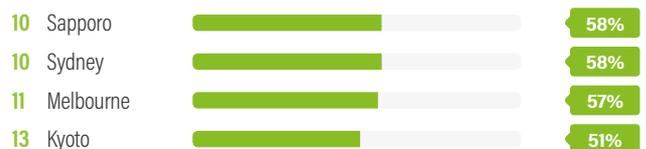
It is clearly ever more important that stakeholders from across the Asian MICE industry come together to catalyse and support change in policies, investment, business practices and client behaviour. A focus on sustainability can also help a destination develop new knowledge, create jobs and accelerate innovation which ultimately leads to competitive advantage. MIM hopes to see more participants from Asia Pacific in this industry changing collective.

FOR MORE INFORMATION, VISIT  
[GDS-INDEX.COM](http://GDS-INDEX.COM)

## EUROPE



## ASIA PACIFIC



# BORDERLESS AND SUSTAINABLE MEETINGS IN MALMÖ

**Located in one of the most knowledge-intensive regions in Europe, Malmö is Sweden's third largest city. After a hassle-free and beautiful train ride from Copenhagen International Airport in neighbouring Denmark across the strait to Sweden, you will find yourself in Malmö's city centre in just 20 minutes.**

In just a few decades, Malmö has undergone a rapid transformation from a heavily industrialised area to a creative and exciting knowledge-based city with lots of self-confidence and willingness to go their own way. Ambitious goals for a sustainable city have been set here, economically, socially and ecologically. New, climate-smart city districts have emerged and old areas have been improved with new technology. And the goals are ambitious: Malmö is set to be supplied with 100% renewable energy by 2030.

As part of the city's goal, Malmö Tourism is systematically working on sustainability and was recently, as the first Swedish tourism organisation, awarded the ISO certification 20121. To get and keep the certification, an organisation has to prove that it is working in a sustainable way with clear goals for improvement, and encouraging its partners to do the same. Not only is sustainability a growing trend among both private and

corporate travellers, it is also becoming an important factor in the choice of locations for conventions and international corporate meetings. The idea is to spread the idea of sustainability commitment from the tourism organisation via its networks and partners so that a genuinely green meeting place is available in every part of the city. "Our goal is for Malmö to be one of the most sustainable and attractive meeting destinations in the world", says Ann Nyström, Head of Malmö Convention Bureau, part of Malmö Tourism.

"Malmö's residents have their roots in more than 170 countries, and half of the locals are aged under 35", Nyström continues. "A special dynamic arises when people and cultures meet – a vibe that encourages people to share knowledge and innovate. You can see

it in the city's diverse cultural life, in business, and in the research and development facilities that Malmö attracts".

Named the world's fourth most innovative city by the Forbes Magazine in 2015, Malmö is a unique venue for technological meetings, inspiring lectures and creative opportunities, offering meeting delegates the opportunity to experience two countries in a single meeting.



- 33 HOTELS WITH 4,800 HOTEL ROOMS. 95% OF MALMÖ'S HOTELS ARE SUSTAINABLE/ECO-CERTIFIED
- SWEDEN'S FIRST FAIR TRADE CITY
- MALMÖ IS A COMPACT CYCLING-FRIENDLY CITY WITH MORE THAN 500 KM OF CYCLE PATHS WITHIN THE CITY
- IN 2016 THE EUROPEAN COMMISSION AWARDED MALMÖ THE BEST "SUSTAINABLE URBAN MOBILITY PLANNING AWARD"

FOR MORE SUSTAINABLE INFORMATION ABOUT MALMÖ  
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EN/MEETINGS-EVENTS/  
WHY-MALMO/SUSTAINABLE-  
CITY-GREEN-MEETINGS/](http://WWW.MALMOTOWN.COM/EN/MEETINGS-EVENTS/WHY-MALMO/SUSTAINABLE-CITY-GREEN-MEETINGS/)



# HEADQUARTERS MAGAZINE LAUNCHES BRAND NEW DIGITAL MAGAZINE

The award-winning **Headquarters (HQ)**, **the Association Magazine**, is widely considered a leading print resource for meeting planners worldwide with its diverse content featuring destination reports, interviews, customised supplements as well as latest industry news and insights.

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[convention.visitBerlin.com](http://convention.visitBerlin.com)

# AGRICULTURE, FOOD AND WINE SCIENCE IN “SURPRISING AND DELIGHTFUL” ADELAIDE

**Showcasing South Australia’s agriculture, food and wine industry, the Adelaide Convention Bureau invited Australian and International association executives in the agribusiness to learn about the State’s leading research and discover the heart and soul of the city for their conventions.**

Together with its team of involved partners the Adelaide Convention Bureau (ACB) took the campaign of hosting different industry sectors a step further and invited association executives from the food production, research and agricultural fields to experience the best of the city and surrounding region at The Agriculture, Food and Wine Showcase 2017.

“South Australia is at the forefront of Australia’s food, wine and agricultural research, led by the largest agricultural research and teaching precinct in the Southern Hemisphere at The Waite Research Institute (WRI)” announced Damien Kitto, CEO of the ACB in his invitation, “From plant breeding to primary production to food safety and post-harvest food quality, South Australia is well positioned to respond to the global upsurge of interest in food and agribusiness thanks to the state’s strong culture of innovation and collaboration between industry and research”

Currently experiencing an urban upgrade and re-development in a series of city centre precincts, including the A\$5bn (€3.3bn) Riverbank Convention and Entertainment precinct, the convention product is well worth investigating and guests were impressed by the proximity of the Convention Centre to the hotels and entertainment facilities in the Adelaide Oval, the Adelaide Casino, Adelaide Festival Centre and the various plazas – most within walking distance. Rightly proud of the efficiency of the developments Damien Kitto briefed guests “This level of infrastructure coupled with South Australia’s iconic food and wine products will continue to surprise and delight convention organisers and delegates for years to come”

Guests of ACB were involved in all aspects of the agribusiness industry from climate change impact on the land in the International Rangelands Committee to Veterinary and Horticultural science, Biotechnology, Farmers, Plant and Mushroom Science plus wine production, marketing and distribution. It was little surprise they were impressed by not only the convention product but also the programme of Science presented at the Waite Research Institute followed by a tour of the Plant Accelerator and the Waite Teaching Winery.

Kicking off with a series of presentations to introduce the seriously imaginative level of investment in venue infrastructure the partners ran through the rationale for the various projects including an overview from the Riverbank Authority itself. Illustrating the opportunities this represented was Professor Gavin Begg, Chair of the World Fisheries Congress, running in Adelaide in 2020 expecting 1,500 delegates, who answered the question of “Why Adelaide?” Citing the “organised city” represented by the ACB as an effective and responsive

support with the Bureau Bid Trust Fund being of “significant relevance” in mounting a well financed bid to win the Congress with Arinex, the appointed PCO. “Adelaide made it easy” he said “and with this strong support we now have a great opportunity to showcase fisheries, research and the industry as well as the city”

Setting the tone for discussions was a day in the Adelaide Hills wineries at Penfolds Magill Estate, home of Australia’s most renowned wine – The Grange, plus a blending session at The Lane Vineyard complimented by artisan cheese and wine tasting at the Adelaide Hills Convention Centre sparking ideas for off-site functions and events. Not surprisingly we heard that 70-80% of Australian wine is from South Australia and that the National Wine Centre (NWC) is located in Adelaide. In addition, one of the oldest associations in Australia – the Wine & Brandy Producers Association, now a part of the Winemakers Federation of Australia (WFA) – is based at the NWC and was formed there in 1840. In keeping with the quality, seasonal and local food and wine theme, the Adelaide Convention Centre (ACC) has

**“** *The SA Agriculture, Food and Wine Showcase 2017 certainly lived up to its showcase title. During the visit I learned Adelaide has capacity, venues and facilities that are world-class. For the agricultural community, having proximity and access to rural regions for field trips and site visits is of tremendous value. I will certainly recommend Adelaide as a venue to my networks.* **”**

Linda Bennison,  
Executive Officer, Agronomy Australia

produced a Food & Beverage manual worth exploring "Soils and Seasons" featuring outstanding South Australian sourced produce.

Running at the same time as The Showcase was AUSVEG's conference with the Produce Marketing Association (PMA Australia-NZ), "Hort Connections" for 1,500 delegates ACC. As part of the morning briefing session the association guests were able to take a look at the concurrent exhibit where it was clear the venue had worked well with the heavy machinery displayed in the Foyer spaces. It seems the walls between the hall and the foyer can simply be opened and heavy equipment can be rolled right through the hall from the Loading Bay to its position in the pre-function space as Erryn Dryga, Senior Business Development Manager of Convention & Exhibition Sales at the ACC advised during her tour demonstrating the flexibility of the venue.

Having opened the new West and Central Wings in 2015, the second stage of the ACC expansion moves towards completion and turns attention to the new East Wing featuring a plenary hall for 3,500. Launching in August 2017 this adds significant flexible space; with the expo area in the central building the three buildings (West, Central and East) can be either combined for large events or separated for a series of smaller ones. The new maximum capacity is about to be tested out in September 2017 when The Space Industry Association of Australia hosts the International Astronautical Congress (IAC2017) expecting around 3,500 delegates and organised by local PCO, All Occasions Group.

A notable feature of the new venue is an Australian designed revolving "drum" system used to create two independent meeting rooms, each seating 320, at the rear of the plenary hall. With its effective noise and vibration control system the conversion can be done without disruption or impact on other meeting areas and, being connected to the internet, programming and upgrades are fast and simple.

Leading technology is further implemented at the ACC in the series of ceiling mounted truss grids above the event space, which have the capability of being not only vertically raised but also tilted in any direction. Computer controlled with load sensing gives added safety permitting each section to be moved whilst people are below meaning ceilings can change shape whilst an event is in progress – something to inspire imaginative function planners!

With so much energy and far sightedness the city of Adelaide is really one to explore for future congresses!

**RIVERBANK CONVENTION AND ENTERTAINMENT PRECINCT** – one of Adelaide's iconic public spaces, located along the River Torrens and surrounding parklands. Encompassing 380 hectares of land the projects and significant spaces include:

- Adelaide Botanic Garden & Botanic Park
- Adelaide Casino
- Adelaide Convention Centre
- Adelaide Festival Centre
- Adelaide Oval
- Adelaide Railway Station
- Adelaide Zoo
- Art Gallery of South Australia
- Bonython Park
- Government House
- Intercontinental Hotel
- Migration Museum
- National Wine Centre
- Old Adelaide Gaol
- Parliament House
- Royal Adelaide Hospital (Current building)
- Royal Adelaide Hospital (New building)
- South Australian Health and Medical Research Institute (SAHMRI)
- South Australian Museum
- State Library
- Torrens Parade Ground
- University of Adelaide
- University of South Australia

[THEADELAIDERIVERBANK.COM.AU/](http://THEADELAIDERIVERBANK.COM.AU/)



**PENFOLDS KITCHEN ON THE MAGILL ESTATE**, home of the fabled Grange wine

Ultimate Penfolds Experience: for 10 people; Heritage Experience: for 25 people

The winery can do larger tastings on request with several smaller size groups.

The Tunnels can seat up to 80 for dinner and up to 100 for standing events.

The Lawns and Cellar Door can accommodate up to 350 people and can incorporate mini tours to the tunnels as part of this experience.

[WWW.PENFOLDS.COM/EN-AU/VISIT-PENFOLDS/MAGILL-ESTATE-KITCHEN](http://WWW.PENFOLDS.COM/EN-AU/VISIT-PENFOLDS/MAGILL-ESTATE-KITCHEN)



**THE LANE VINEYARD**, offers Wine Tasting and Blending for 6-30 people but can do more in two groups and also a seated dinner for 100 people. The management are always interested in discussing other tailor-made experiences.

[WWW.THELANE.COM.AU](http://WWW.THELANE.COM.AU)

The 307-room **CROWNE PLAZA ADELAIDE** in Hindmarsh Square is only a 15-minute walk to the Adelaide Convention Centre and has designated the top floor of the property for its meeting spaces comprising of a ballroom, seating 350 in theatre style or 250 for banquets, which is divisible into four rooms. The pre-function space offers spectacular views over the CBD of the city and the venue is well suited for conferences of 200-300 people.

[WWW.CROWNEPLAZA.COM](http://WWW.CROWNEPLAZA.COM)



**ADELAIDE CONVENTION CENTRE (ACC)** completes its two-stage redevelopment in August 2017, offering the following space:

ACC Capacity Increases	Central & West Buildings	Central, West & East Buildings
Plenary Hall	2,500	3,500
Meeting Rooms	21	27
Exhibition	15,000 m <sup>2</sup>	20,000 m <sup>2</sup>

During the process, the venue remained open over the whole period successfully managing 370 conferences and events.

The largest-ever event for the Adelaide Convention Centre (ACC), the International Astronautical Congress [WWW.IAC2017.ORG](http://WWW.IAC2017.ORG) expecting 3,500 delegates, is to be held in September 2017 and a list of recent and upcoming agribusiness events is below:

- Savour Australia – Australia’s Global Wine Forum 2013 ▶ 750 delegates
- National Fodder Conference 2014 ▶ 250 delegates
- Australian Alpaca Association National Conference 2014 ▶ 500 delegates
- World Aquaculture 2014 ▶ 3,000 delegates
- Combined Rural Traders’ Conference 2015 ▶ 1,000 delegates
- Nuffield Australia National Conference 2016 ▶ 300 delegates
- Australian Wine Industry Technical Conference & Trade Exhibition 2016 ▶ 1,500 delegates
- South Pacific Regional Fisheries Conference 2017 ▶ 150 delegates
- Farming Together Conference 2017 ▶ 400 delegates
- Produce Marketing Association Fresh Connections Conference 2017 ▶ 600 delegates
- Hort Connections 2017 ▶ 1,500 delegates
- World Fisheries Congress 2020 ▶ 1,500 delegates

The perfect compliment to wine in the hills was the cheese, check out the “Monet”, served by artisan cheese maker Mitch Lloyd of **WOODSIDE CHEESE WRIGHTS** at a rather wonderful location in the hills **ADELAIDE HILLS CONVENTION CENTRE** with its very open plan spaces overlooking rolling lawns.

The Upper Level of Centre and The Deck Function Room can both host up to 600 people each for cocktails and the Resort Gardens offer 3,000 square metres of lawn space for outdoor events.

[WWW.AHCONVENTIONS.COM.AU](http://WWW.AHCONVENTIONS.COM.AU)

[WOODSIDEHEESE.COM.AU](http://WOODSIDEHEESE.COM.AU)



Located in the bequeathed house and grounds of the early settler home of the visionary sheep farmer, Peter Waite, The Waite Research Institute (WRI) is an initiative of the University of Adelaide. The former private home, **URRBRAE HOUSE**, reached by a driveway through the Arboretum, is now a museum where guests can be entertained in private groups of up to 100 at a time for seminars or social functions by arrangement with the University. There are several areas that can be used:

The Dining Room for a dinner of up to 24 people; the Drawing Room for up to 70 people in theatre style; the Ballroom for functions up to 100 people and the surrounding Grounds can accommodate functions up to 250 people.

[WWW.ADELAIDE.EDU.AU/WAITE-HISTORIC](http://WWW.ADELAIDE.EDU.AU/WAITE-HISTORIC)



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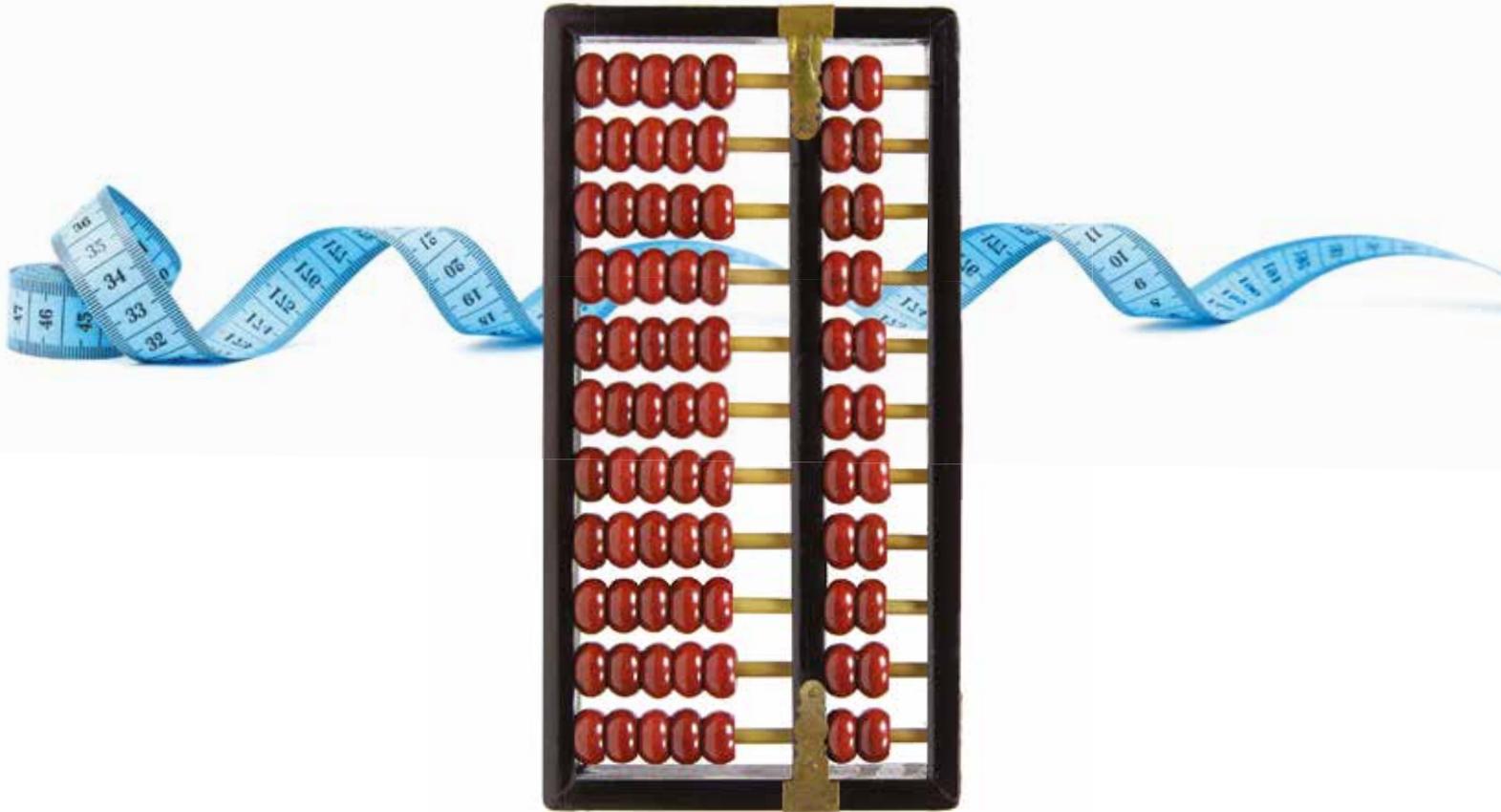


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