



THE ASSOCIATION  
MAGAZINE

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

# Headquarters

OCT. 2017 - N° 31

ASIA PACIFIC

A BEHIND-THE-SCENES INTERVIEW WITH

## ICCA MIDDLE EAST MEETINGS FORUM

**CAN A REGIONAL  
ASSOCIATION GO GLOBAL?**

### DESTINATION REPORTS:

THAILAND, A JOURNEY  
OF EXTRAORDINARY  
EXPERIENCES

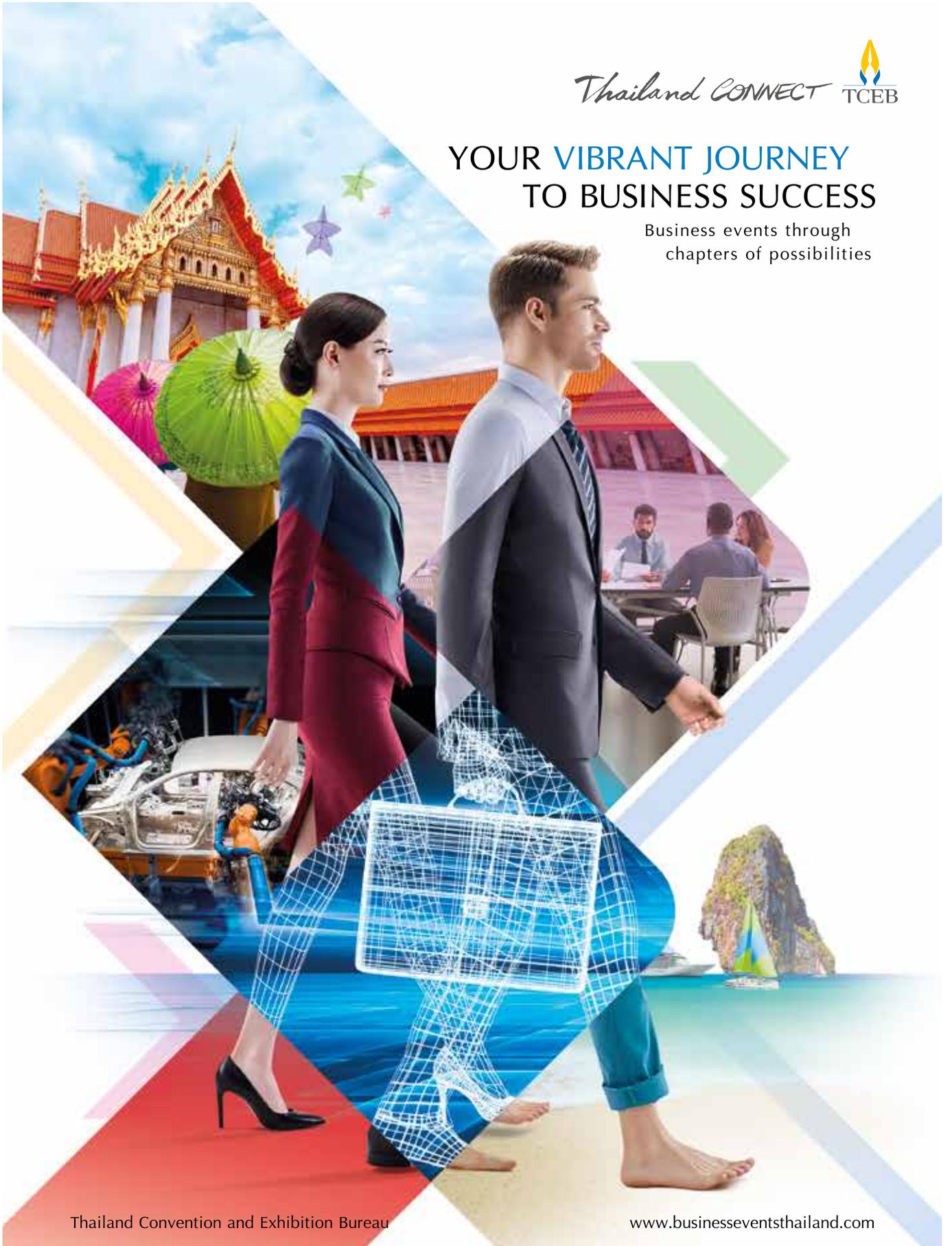
SARAWAK ON A GLOBAL STAGE

CANBERRA'S MEETING  
LEGACY



# YOUR VIBRANT JOURNEY TO BUSINESS SUCCESS

Business events through  
chapters of possibilities



# LET THAILAND TRANSFORM YOUR BUSINESS EVENTS INTO A **VIBRANT JOURNEY OF EXTRAORDINARY EXPERIENCES**

**Concentration on quality business and leisure activities has helped Thailand's competitiveness rise in global rankings. Through its Thailand CONNECT campaign, Thailand Convention & Exhibition Bureau or TCEB encourages business travellers to create their own 'Bleisure' journeys and discover the captivating destinations and culture throughout the country.**

For business travellers seeking new experiences, Thailand is a land of alluring destinations offering outstanding inspirations, each noteworthy for its unique heritage, charming culture, colourful surroundings and spiritual fulfillment.

The growth of travel routes coupled with an extensive

expansion of air, sea and land transport systems has increased opportunities for enjoyable Bleisure trips. Thailand is truly an ensemble of authentic treasures just waiting to color your business journey. Just ask TCEB.

Investment in business events facilities, venue standards and culinary expertise, together with the Thai government's move towards greater digital efficiency and a Thailand 4.0 economy, will make Thailand more attractive as business events destination delivering a first-class experience for event participants. For business travellers seeking to expand into the region, Thailand is ideally located at the crossroads of Asia, with easy access to the region's dynamic markets, including its own booming domestic market of 65 million people. Thailand is ranked 3<sup>rd</sup> among ASEAN countries for ease of doing business.

What makes Thailand so appealing? Business travellers get to work with highly skilled, passionate professionals with comprehensive communication skills. These warm and engaging Thais drive events to new challenges and possibilities, with an attitude of going the extra miles to ensure business success. Outstanding collaborative efforts between the public and private sectors make it so much easier for international travellers to attend business events in Thailand, and help make the Kingdom a leading Business events destination in Asia. And to ensure the continuation of essential professional skills, TCEB is developing business events specialists for the future through academic programs, international standards and sustainability training.

DISCOVER MORE AT  
[WWW.BUSINESSEVENTSTHAILAND.COM](http://WWW.BUSINESSEVENTSTHAILAND.COM)



# THAILAND THE KINGDOM OF BLEISURE

**HQ was invited to join the IMFT 2017 (International Media Familiarization Trip) organized by Thailand Convention and Exhibition Bureau (TCEB) from the 15th to the 19th of August. By this time, the Kingdom of Bleisure has unveiled its mysteries. Vivian Xu reports**

We have written many times about Thailand as a convention and conference destination, but now, we are learning more about how TCEB is going to promote Thailand as a destination where business travellers can not only experience professional business services, but they can also explore various cities where they can mix business with leisure. Under the theme "CONNECT THAILAND: THE KINGDOM OF BLEISURE", 3 cities were featured in this trip: Pattaya, Hua Hin, and Bangkok. 35 international media representatives started their Bleisure journey from Pattaya.



Pattaya city view

## A NEW BUSINESS EVENTS CITY



Hilton Pattaya ballroom

A two-hour drive from Bangkok, Pattaya is located in the province of Chonburi on the east coast of the Thailand Gulf, with a 4 km crescent of coastline decorated by dense palm trees, soft white sand, and boundless sea and sky. Pattaya, the country's favourite seaside resort, offers a variety of accommodation: stunning meeting venues, restaurants fit in all tastes,

and entertainment and shopping options. In the near future, Pattaya will benefit from the upcoming mega project, in the Eastern Economic Corridor (EEC), located in its neighbourhood. Key infrastructure projects will be launched in order to enhance connectivity and business activities, in this area, such as upgrading the U-Tapao airport and the Laem

Chabang Seaport, high-speed eastern rail route development, highways and motorways expansion, and others. Recognized as one of Thailand's new leading business events cities, Pattaya is home to a world-class multipurpose convention facility, myriad meeting venues, and a wealth of seaside attractions.

Recently, Pattaya has become a favourite city of business travellers. A wide range of selections of high-end class hotels amazed me. We checked into the Hilton Pattaya, our first hotel. I was definitely charmed by the compact design of the hotel, a perfect mix of natural colour and modern art. The outdoor infinity pool was set amidst landscaped gardens with a relaxation area that provided a panoramic ocean view. Hilton Pattaya features two floors of facilities that incorporate flexible meeting space with natural light, a business centre, secretarial services, state-of-the-art sound and vision technology. The Stunning Ballroom is a signature meeting area in the hotel, with a surface of 640-m<sup>2</sup>/6,889 sq. ft., decorated with shining crystal chandeliers. Wi-Fi is available throughout the hotel.

**A ROYAL HERITAGE MEETING DESTINATION**



Marriott Hua Hin

The official launching of Pattaya – Hua Hin Royal Ferry Services, in January 2017, was the country's first gulf crossing ferry service that linked South Pattaya to Hua Hin. Thanks to the ferry service, the duration of the trip from Pattaya and Hua Hin was reduced from a 5-hour bus ride to a 2-hour ferry ride.

Hua Hin is known, domestically, as the royal heritage beach resort favoured by the King of Thailand for its quiet beaches and comforting climate. Since the

1980s, many luxury hotels began to move in, and foreign travellers began to explore the city.

The media representative group was hosted by Hua Hin Marriott Resort & Spa, which was newly opened in March 2016. This Resort features 322 guest rooms that combine modern design and Thai Colonial features. The resort is equipped with 8 event rooms. The largest Paksa Swan Ballroom can host up to 250 delegates. The lagoon shaped swimming pool loops around the resort. Cutting edge amenities and a family-friendly water park are also available. Of course, direct access to the calm seaside beach from the hotel is within a 3 minute walk to the resort, a real plus.

I also liked the Radisson Blu Resort Hua Hin, with its breath-taking open view from the lobby of the free-form infinity pools, followed by the vast white-sandy beach with a view of the endless sea and sky. The Resort provides 118 stylish rooms and suites that boast the sea, pool or garden views. Each room is equipped with high speed Wi-Fi ready for business use. The AQUA Ballroom accommodates up to 240 delegates, incorporates full-length windows, and provides a beautiful view of tropical surroundings as well as natural daylight. The ballroom also includes a versatile foyer where you can host pre-function events.



Iris Wang, representative of PINCHAIN China (left) and Vivian Xu, representative of HQ (right)



Radisson Blu, Hua Hin



IMFT 2017 Media Group

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Your Global Business Events Connection

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THE ASSOCIATION  
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

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

## STAY TUNED!



## BLEISURE IS BOOMING

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

HeadQuarters magazine

### IS BLEISURE A NEW BUZZWORD OR IS IT AN INTELLIGENT MARKETING SLOGAN?

Personally, I don't like the sound of it too much. Too much 'leisure'? Not enough 'business'?

On page 5 of this magazine our reporter Vivian Xu, after a visit to Thailand, wrote the following sentence: "This land is the Kingdom of Bleisure!" Hugo Slimbrouck of Ovation and also a good old friend immediately responded to the article: "Funny, Bleisure was the topic for which I led a panel at ITCMA in Bangkok last week." You should know that Hugo is always there in a flash when something new starts blooming. But what's new in the world of Bleisure? Or better still: How are business/convention travellers using this latest travel trend?

According to a survey among Booking.com members "49% of business travellers already extend their business trips to further enjoy the destination (leisure)." And a recent survey of Founder's Card members showed that 81% of entrepreneurs participate in Bleisure trips. Some companies are even paying for their employees to take Bleisure days (personalised incentive trips). In fact, the same Booking.com survey found that "30% of travellers

would even accept a lower paid job if it meant they could travel more for work." This is a massive change that I wouldn't have expected twenty years ago. I remember the days when a 3-day trip to Hong Kong was normal and there are still a lot of business travellers in Asia who are proud to say that they only travel and never see a city. I tend to believe though that today young professionals – a group, by the way, that travel much more than the previous generation – want to inject more quality in their travel time. We should be happy about this evolution since working at a gentler pace is likely to enhance the quality of the output. What would be a good description of the Bleisure traveller? The best that I could find came from a financial daily: "Professionals who are shunning the all-work-and-no-fun toil of business trips by mixing them with holiday time." Give employees more "me-time". That can only be beneficial for their employers. By the way, it always evolves around motivation. And even motivation doesn't escape evolution. If before a fridge or a television would do the trick, today a bit of leisure time during a demanding business trip seems to be the answer.

**I APPLAUD THIS EVOLUTION AS IT OPENS MANY OPPORTUNITIES FOR DESTINATIONS, HOTELS AND AIRLINES.**

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

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## TCEB ORGANIZES THAILAND MICE FORUM 2017

Thailand Convention and Exhibition Bureau (TCEB) organized Thailand MICE Forum 2017 to share the industry with market insights and visions towards the sustainability goals. Creating a phenomenon with series of informative events for MICE industry, the forum features four key activities which showcase the bureau's strategies and plan, MICE awards, a seminar on sustainable MICE events, and a platform to network with experts and TCEB's overseas market representatives. "With the establishment of TCEB's 20-year vision, the bureau works towards into leading organization that develops MICE industry as a mechanism for Thailand's economic development. The initiative aimed at creating stability, distributing prosperity to all sectors through the use of innovation, and creating sustainability by implementing principles from the Philosophy of Sufficiency Economy," said by the President of TCEB.

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

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## ASSOCIATIONS FORUM PRESENTS ITS INAUGURAL ASSOCIATION AWARDS™ 2017

The gala dinner held in July at Sydney's impressive Doltone House Jones Bay Wharf, included the presentation of the following Association Awards, included the presentation of the following Association Awards™: Association of the Year Award™, Australian Dental Industry Association; Association Turnaround of the Year Award™, Australasian Institute of Marine Surveyors; Association Achievement of the Year Award™, Community Legal Centres Queensland.

In front of around 350 guests, Associations Forum's General Manager, John Peacock, also inducted the following five worthy individuals into the Associations Hall of Fame™: Garry Pearson from Australian Dental Association Victorian Branch; Peter Webster from Industry Capability Network NSW; Janet Reynolds from Home Economics Institute of Australia; Wilhelm Harnisch from Master Builders Australia; Julian Ledger from Youth Hostels Association.

[WWW.ASSOCIATIONS.NET.AU](http://WWW.ASSOCIATIONS.NET.AU)

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## ASEAN CONFERENCE TO HELP ADDRESS ISSUES AND CHALLENGES OF AGEING IN THE REGION

The 1st ASEAN Conference on Healthy Ageing took place this 10th-12th October in Sarawak, Malaysia. Themed **Ageing - Challenges, Successes and the Journey Ahead**, the conference is aimed to help address the issues and challenges of rapidly ageing populations in the region. The conference is organised by the Malaysian Healthy Ageing Society (MHAS) in collaboration with the Sarawak Convention Bureau.

*"Managing the issues and challenges of ageing effectively will require a holistic approach,"* says Professor Nathan Vytialingam, Organising Chairman of the ASEAN Conference on Healthy Ageing. Professor Nathan is also on the advisory council of the Global Coalition on Aging and is an Advisor of the Malaysian Healthy Ageing Society (MHAS).

The conference boasts an extensive scientific programme that will include lectures, symposia and forums.

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

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## SAINT PETERSBURG, HOST OF THE 23RD SESSION OF THE UNITED NATIONS WORLD TOURISM ORGANIZATION (UNWTO) GENERAL ASSEMBLY IN 2019

The participants of the current UNWTO General Assembly in Chengdu (China) made decision on September 15th by. "This victory means the recognition by the world leaders of the tourism industry of St. Petersburg as a center of not only cultural, but also business tourism. The city authorities have done a serious job in order to attract this event to St. Petersburg, and I am sure that this is a well-deserved victory," said Andrey Mushkarev, head of Saint-Petersburg Committee for Tourism Development.

Last year Saint Petersburg won the tourism's "Oscar" in two nominations: **World's Leading Cultural City Destination 2016** and **Europe's Leading Destination 2016**.

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

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## ROTORUA TO HOST VOLCANOLOGY CONFERENCE

Tourism New Zealand supported Destination Rotorua in the bidding process to win the conference, which will inject estimated \$2million dollars into the New Zealand economy. "This win is yet another example of what can be achieved by working together to build New Zealand's reputation as a world-class conference destination. Conferences such as this one also help support our strategy to spread visitation across the regions," says Lisa Gardiner, Tourism New Zealand's Manager of Business Events and Premium. The event will take place over four days at the Rotorua Energy Events Centre (EEC) where the delegates will attend workshops and lectures. Destination Rotorua Chief Executive Michelle Templer says that Rotorua winning the bid to host this conference is a major coup for the region.

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

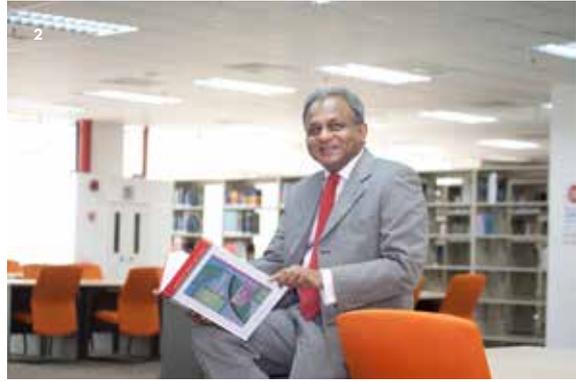
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## PENANG WINS BID TO BE THE FIRST ASIAN DESTINATION TO HOST WORLD SEAFOOD CONGRESS

The Penang Convention & Exhibition Bureau (PCEB) is proud to announce that Penang has been selected as the first Asian destination to host the World Seafood Congress that will be held in September 2019. The decision was announced by Carey Bonnell, the president of the International Association of Fish Inspectors (IAFI) during the World Seafood Congress 2017 (WSC) in Reykjavik, Iceland on 10th to 13th September 2017.

*"The wealth of knowledge and expertise that the congress will bring to Penang will not only benefit and enrich that local fishery industry but also that of the greater Asian region. We hope that the World Seafood Congress coming to Penang will help to pave the way for other Asian hosts in the future,"* said Ashwin Gunasekeran, CEO of PCEB.

[WWW.PCEB.MY](http://WWW.PCEB.MY)



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THE ASSOCIATION  
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# IS YOUR ASSOCIATION EXPLORING OPPORTUNITIES IN THE ARABIAN PENINSULA?

Inaugural conference under the Patronage of  
His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum  
Crown Prince of Dubai and Chairman of Dubai Executive Council

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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# FEDERATION OF ASIAN SMALL ANIMAL VETERINARY ASSOCIATIONS (FASAVA)

## IMPROVING VETERINARY CARE FOR SMALL ANIMALS ACROSS ASIA

Since their first meeting in Sydney in 2007, the Federation of Asian Small Animal Veterinary Associations (FASAVA) has grown from a humble beginning with a small group of Asia-Pacific small animal veterinarians to an international association currently serving 19 member associations from countries such as China, Japan, Thailand, Sri Lanka, Korea, Australia, New Zealand, India, and the Philippines. Their recent annual conference held on Gold Coast, Australia, attracted an unprecedented 2,000+ delegates. *Matthew Retchford, FASAVA's founding member and current treasurer, tells us why the event was such a success.*



**MATTHEW  
RETCHFORD**

### ***How was the FASAVA founded?***

With the rapidly increasing wealth of many Asian countries, dogs and cats and indeed many companion animals were becoming increasingly important in society. Throughout the Asia-Pacific region, there is quite a variation in the education and standards of veterinary medicine and surgery. The availability of further continuing education was not being met by providers and so the FASAVA was formed to try to improve this situation.

FASAVA was the result of a vision by Dr Roger Clarke, our founding Chairman and current Special Advisor, who wanted to provide Continuing Education (CE) and learning opportunities in the less developed nations by founding an Asian-focused association that could address the needs for coordinated Continuing Professional Development (CPD) throughout the region.

In 2007, I happened to be the Australian Small Animal Veterinary Association (ASAVA) President and on the local Congress Organising Committee

for the WSAVA (World Small Animal Veterinary Association) Congress held in Sydney, where like-minded individuals from across the region met and founded the FASAVA.

### ***What does FASAVA do?***

The core aim of the FASAVA is to improve the overall standard of veterinary medicine and surgery throughout the region. We do this via the provision of an annual major congress hosted somewhere in the Asia-Pacific region and importantly by the provision of smaller local 1-2 day seminars and workshops.

### ***How big is your annual congress?***

The multi-streamed event lasts about 3-4 days. Each year, a member country hosts our annual congress. Bidding for these congresses occur four years ahead of time and is often fiercely contested.

At our last FASAVA Congress held on the Gold Coast, Australia, we had over 2,000 delegates, which is awesome! If we hold on to the above mentioned strategy, we will remain successful and FASAVA Congress will gain the reputation that results in greater and greater delegate attendance.

**Why such a large turnout in this year's congress?**

Speaking as someone involved in organising our very successful conference for many years, I believe we built a strong reputation around our conference over the years.

The reason is fourfold. Firstly, we have always strived to access and build a relationship with the best speakers in the world by putting on the very best possible scientific programme we can with the world's best speakers. We put on VIP cocktail nights for guests, sponsors and speakers and get them tickets to the Gala Dinner. We also provide speaker liaisons to guide them around.

Secondly, we look after the delegates by providing a total experience and a great social programme with options for accompanying partners and kids. It may not be a cheap congress to go to, but delegates know that they will be well fed with good food, partied and spoilt. We encourage company-sponsored breakfasts, dinners, and of course, the Gala Dinner, but we also encourage other options in the evening.

Thirdly, we look after the sponsors by making a point of speaking to each of them throughout; asking how things are, are they being fed, are they getting access to delegates, etc. The venue must provide the means for sponsors to get the best exposure to delegates as possible, which means that meals are served throughout the exhibit area and guests must feel that they are an important part of the congress.

Last but not least, we always choose an attractive destination of interest where options for accompanying partners and kids, and great tourist options for possible extended stay after the event are readily available.

**What are your main concerns when choosing a destination for your events?**

Certainly destination is important. The ease of travel to get there, the availability of a range of hotels to suit, weather, access to the convention centre and attractiveness of the destination from a more general tourist point of view are equally important as well.

**What do you find challenging and rewarding about working at FASAVA?**

I love working with the different nations. They all have different values in terms of food, culture and languages. There is quite a widely varying level and standard of care and veterinary education throughout the region. Communication can be a big challenge at times but I love the variety. Personally, it helps that I really love Asian food and culture. Flying is tedious but I love visiting different Asian countries. However, I work full time in my own practice, so finding time to do all I need to do, or should do, is difficult.

**What are the biggest concerns for your association?**

I think the biggest potential threat to our association is the rapid increase in competition for the provision of CPD / CE in the region. On the other hand, there are great opportunities too. We just need to communicate better and reach out better.



NEXT DESTINATION FOR  
**FASAVA CONGRESS**

— SEPTEMBER 26 - 29, 2019 —  
**TOKYO, JAPAN**

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PREVIOUS DESTINATIONS FOR  
**FASAVA CONGRESSES**

— 2017 —  
**GOLD COAST, AUSTRALIA**

— 2016 —  
**KUALA LUMPUR, MALAYSIA**

— 2015 —  
**TAIPEI, TAIWAN**

— 2014 —  
**BEIJING, CHINA**

MORE INFORMATION:  
**[WWW.FASAVA.ORG](http://WWW.FASAVA.ORG)**



# 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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# ASAE ANNUAL MEETING & EXPOSITION OFFERED **STRATEGIES FOR ORGANIZATIONAL GROWTH, MANAGING ONE'S CAREER**

**More than 4,500 association professionals and industry partners gathered in Toronto, August 12-15, for the 2017 ASAE Annual Meeting & Exposition. Participants listened to keynotes by Nilofer Merchant and Chef Jeff Henderson, participated in more than 120 education sessions, five game changers, and a packed expo hall with close to 400 companies.**

The final attendance breakdown: 2,484 executives, 1,758 exhibitors, 343 others, including guests, spouses, press, vendors, and staff, for a grand total of 4,585. A total of 395 companies representing 676 booths exhibited in the expo hall, which resulted in a strong ratio of 59 percent buyers (association staff) to 41 percent sellers (industry partners).

"Both keynotes were outstanding and our members were inspired by their insight and stories. Nilofer Merchant stressed the importance that stressed the importance of understanding and embracing the fact that everyone can have new ideas and contribute to innovation, progress and economic growth. Chef Jeff Henderson cooked live on stage and shared his perspectives on the importance of leadership, values, and understanding that the most important moments in life is where inspiration happens," said ASAE President & CEO John H. Graham IV, FASAE, CAE.

Merchant kicked off the meeting as the opening keynote. She discussed the importance of embracing "onlyness" as a key approach to making ideas powerful enough to dent the world. Challenging participants to reject behaviors that spotlight oneness, she observed that associations are in a unique position to bring "onlys" together through belonging. She asked people to think about what's unique and inspires them and embrace it to form meaningful relationships with others around that same identity. Creative ideas will spread through networks, collaboration, and co-creation instead of hierarchies.

For the closing keynote, Chef Jeff Henderson did a cooking demonstration on stage while sharing his personal journey of redemption—from imprisoned drug

ASAE RAISED  
**\$27,231**  
FOR TWO CHARITIES:  
THE ROYAL CANADIAN LEGION  
& THE TORONTO HUMANE  
SOCIETY

dealer to executive chef at several top restaurants to award-winning television personality. His said you need to focus on building relationships because it leads to opportunities. He encouraged attendees to enhance their cultural intelligence in order to better attract and develop employees from different backgrounds and illustrated the business case for diversity on teams.

ASAE presented five game changers: Major Mary Jennings "MJ" Hegar, Purple Heart-decorated Air National Guard combat pilot and Texas Congressional candidate; Daniel Lerner, Psychology Professor at New York University and author of U Thrive; Luvvie Ajayi, celebrity blogger at AwesomelyLuvvie.com and executive director of The Red Pump Project; Nyle Dimarco, Deaf Activist and winner of America's Next Top Model and Dancing with the Stars; and Chris Bailey, author of The Productivity Project.

NEXT YEAR'S ASAE ANNUAL MEETING WILL BE IN  
**CHICAGO,**  
**AUGUST 18-21**  
AT THE MCCORMICK PLACE  
WEST BUILDING

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# Stronger Together

NOVEMBER 22-23, 2017  
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*“Through the Associations Summit 5, the Philippine Council of Associations and Association Executives (PCAAE) hopes to help associations everywhere to learn best-of-breed practices in association governance and management and to think strategically about their future in terms of increasing their sources of revenue, enhancing their profile, and fulfilling their missions. We invite association leaders of the world to join us in Manila to seize the many social and professional development opportunities available at the Summit.”*

**Octavio ‘Bobby’ Peralta**  
CEO and Founder  
PCAAE

# 5<sup>TH</sup> UIA ASSOCIATIONS ROUND TABLE IN ASIA-PACIFIC

by Nancy Carfrae and Clara Fernández López

For 110 years the UIA has been working to promote and facilitate the work of international associations. Since 2007 the UIA Associations Round Tables held in Europe have given associations and opportunity to learn through networking and through practice. Since 2013 the UIA Associations Round Tables take place annually in Asia-Pacific as well, this year on September 21 and 22 in the beautiful city of Chiang Mai, Thailand.

78 participants from 18 countries – professional societies, service organizations, interest groups, charities, and all other types, and active in all fields of human endeavour – met in Hotel Le Méridien Chiang Mai.

*“UIA Associations Round Tables takes place in the Asia-Pacific region annually since 2013. Representatives of 127 international associations with headquarters in 40 countries have participated at one or more of these Round Tables.*

*The Round Table event in Chiang Mai in September 2017 was memorable for all participants, Thailand was a most wonderful host. I was impressed by the responsiveness and the professionalism of the hosting Thailand Convention & Exhibition Bureau team, who worked extremely hard together with the UIA team to make the event a success. The culture and hospitality of the Thai people was an outstanding feature of the event.*

*By holding UIA Associations Round Table Asia-Pacific 2017 in Thailand, UIA wants to support and underline the impressive rate of activity which Thailand shows in the world of international associations: 224 international associations have their headquarter in Thailand, an additional 27 have an office in the country and a total of 4,109 international associations have members in Thailand.”*

**UIA President Cyril Ritchie**

During these two days of the Round Table Asia-Pacific delegates met, networked, enjoyed and learned together with other international association representatives. The participants shared experience and knowledge with colleagues from all over the world, profited from the training by senior association leaders, and gained practical skills and tools.

Cyril Ritchie, President of UIA, was keynote speaker with the thought-provoking topic “Is your association ‘political?’” A panel with all speakers, followed by a discussion with all delegates, gave insight into the current challenges international associations face.

Association leaders presented case studies and shared their experience in meeting challenges, such as increasing impact by using the power

*“Thailand is and will always be committed to the development and growth of association as its meeting plays a significant role to the growth of Thai economy and the region. Each year we have the opportunity to facilitate and support more than 100 international meetings in Thailand and are ready to welcome more.”*

**Director of TCEB, Mr. Chiruit Isarangkun Na Ayuthaya**

of technology (by Arundhuti Gupta from Mentor Together) or “Staying alive, with or without funding” by Margareth Sembering from the Consortium of Non-Traditional Security Studies in Asia.

Participants much enjoyed the pros and cons of discussing the consequences of “Getting accredited by UN bodies” (presented by Cyril Ritchie), how to deal with thousands of volunteers around the world (by Ping Ping Worakate Thangsurbkul) and ways of “Fostering global participation in an international organization” (by Kathryn Stewart from the International Council on Alcohol, Drugs and Traffic Safety).

The breaks, dinner and lunch, bubbling with interaction and spiced by fantastic food, gave plenty of time to network with colleagues from other associations and from other countries.

Association representatives and speakers, the hosts at Thailand Convention & Exhibitions Bureau, and the team of UIA – thanks to their active participation this Round Table was a success for all!

The next UIA Associations Round Table Asia-Pacific will take place in Kuala Lumpur, Malaysia on September 26 and 27, 2018.



# CAN A REGIONAL ASSOCIATION GO GLOBAL?



**BEN  
HAINSWORTH**

## GOING GLOBAL

It is easy to assume that a regional association wishes to stay in its own back yard – a European Association has plenty of countries from which to choose, as does Asia, or any other territory. But with potential saturation of the local markets, alongside increased competition from other national or regional associations in the same discipline, there is a strong argument for taking a regional association out into the wider world.

Arguments for reaching out to a more global market include an increased demand for international organisation and content together with a drive for sustainable growth and diversification. There are opportunities for boosting membership, for broadening the brand recognition as well as benefiting from increased revenues from industry. But perhaps the greatest benefit is the gain from collaboration in research and development, furthering the advancement of the discipline.

Of course there are hazards in taking such a step. A lack of knowledge of the marketplace gives rise to a need for risk management, to changing expectations

and an increased strain on the organisation of the event. Cultural and business practices, as well as local authorisations and regulatory issues, all play a part in the potential burden.

## CASE STUDY

K.I.T. Group were instrumental in guiding one of their European clients into going global, into Asia. The objectives of the ESICM [European Society of Intensive Care Medicine] were to increase non-European attendance at their events, and to grow non-European ESICM membership. This was to meet the demand for ESICM science outside of Europe and to develop international relations and visibility. Such objectives could be mirrored by many regional associations.

The initial planning concept was to introduce a pilot project of an independent ESICM event outside of Europe. A collaborative scientific approach would be developed, focussing on just one region, in this case Asia. A Core PCO, IAPCO member K.I.T. Group, was engaged. ESICM:EUROASIA was born.

Asia was selected due to the marketplace of the anticipated 60% of the world's population being within the Asia catchment area within a short space of time. Ultimately the Bid was won by Hong Kong, due to a number of factors including their high quality medical and academic environment, their international convenience and infrastructure as well as value for money.

It was not all plain sailing, however, there were challenges to be overcome, such as tough negotiating with the venue, late commitments and complex industry relations, all to be resolved in a short lead time.

ESICM:EUROASIA proved to be a success! 50 countries were represented, 73% from APAC. Local associations endorsed the event, along with industry support. There was a reciprocal and enriching learning experience with a newly extended ESICM family of science, education and research.

And the legacy? ESICM:EUROASIA will be repeated and consolidated in 2018, with growth and development planned for 2019. Thereafter new regions will be explored and the event replicated.

## CAN A REGIONAL ASSOCIATION GO GLOBAL?

Yes, it can, but not without strategy and sensitivity, clear objectives, and an open-minded approach that meets the opportunity with expertise and a business attitude. Globalisation is today's world, and we will no doubt see more regional associations taking the step to Go Global!

This article was provided by the International Association of Professional Congress Organisers, authors **BEN HAINSWORTH**, Executive Director, K.I.T. Group GmbH, IAPCO Member, and **SARAH STORIE-PUGH**, Executive Director, IAPCO.

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.

[WWW.IAPCO.ORG](http://WWW.IAPCO.ORG)

# A CULINARY EXPERIENCE AND **A LASTING LEGACY**

It was the first time that the IAPCO Council Meeting, a group of highly influential meeting planners, had met in Malaysia. Hosted by the Kuala Lumpur Convention Centre (KLCC), council members were about to be immersed in a cultural experience that would leave them in no doubt about the exceptional enchantments to be found in this venue and destination.

Concentrated meetings for 3 days, discussing such topics as quality, education, engagement, required some light relief, and the KLCC delivered. The itinerary included an experiential site visit followed by a sumptuous Peranakan-style feast. This interactive immersion not only showcased the Centre's world-class facilities, but provided a hands-on culinary exercise, which saw its chefs guide attendees in making a local favourite, Kuih Pie Tee, a traditional Nyonya dish of spicy and sweet sliced vegetables and prawns served in a thin pastry shell.

KLCC also surprised the Council Members with some famed Malaysian hospitality when setting up a unique Indian lunch on the stage of the Plenary Hall (the theatre with a capacity of 3000). The lunch was also accompanied by a special live performance of Tabla (South Asian membranophone percussion instrument) and Veena (Indian traditional instruments) and Kolam (a form of drawing that uses coloured rice flour) demonstration, cleverly depicting the IAPCO logo.

*"The occasion provided the perfect platform to expose top international industry professionals to our facility and showcase Kuala Lumpur and Malaysia's multicultural diversity and compelling business events proposition. We hope the visit will inspire them to consider hosting future international association meetings in Kuala Lumpur and here at the Centre,"* shared KLCC's General Manager, Alan Pryor.

Commenting on the experience at the Centre, IAPCO Vice President, Mathias Posch, said, "The IAPCO Council meeting held at the Kuala Lumpur Convention Centre will be remembered for a long time. Maya Angelou said that 'people will forget what you said, people will forget what you did, but people will never forget how you made them feel' - there isn't a better way to describe what we experienced at the Centre over the past few days. Your entire team - on every level - made us feel welcome and deeply cared for at any given time. We didn't leave the venue for almost three days but we felt we experienced more of the Malaysian hospitality and everything your wonderful country has to offer, than if we had been out exploring."

"To end the visit in style, we hosted a Malay-themed Gala Dinner on the final evening. Arriving to the soothing sounds of gamelan (traditional Malay orchestra), the Council Members soaked in some of Malaysia's traditional arts and craft, followed by a multicultural spread", continued Alan Pryor.



But a further surprise was in store. IAPCO council members, having participated in the creation of some "works of art" batik painting, were informed that these were now to be auctioned. RM3000 was raised from these masterpieces and a mock cheque raised to depict the donation.

The money raised was bequeathed to the Centre's tree planting initiative, a collaboration with the Forest Research Institute of Malaysia (FRIM) under their Conservation Culture Programme. KLCC's partnership with FRIM provides the perfect mechanism for environmentally-conscious delegates and visitors attending events at the Centre to contribute to the programme and offset their own emissions. To-date, the venue has sponsored the planting of over 320 trees.

Said Mathias, *"Leaving a positive legacy is something we always aim to do during our events. It is a message that lasts, that evokes emotion and improves lives. The business events industry has the power to bring change beyond our own industry and outside just one event. We are pleased to donate this money to the Centre's tree-planting programme, which will see 30 trees planted at FRIM, creating a lasting legacy for IAPCO to commemorate our time in Malaysia."*

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# KUALA LUMPUR CONVENTION CENTRE

## THE PERFECT BUSINESS EVENTS PARTNER



**The Kuala Lumpur Convention Centre (the Centre) is Malaysia's premier award-winning facility and Asia's only AIPC (International Association of Congress Centres) Gold Standard venue.**

Strategically located in the heart of the Kuala Lumpur City Centre (KLCC) integrated precinct, the Centre offers delegates an exciting range of recreational, entertainment, food & beverage and accommodation options. Combined with its flexible mind-set, innovative value-add solutions and customised offerings, the Centre is the perfect business events partner.

### CUSTOMISED CLIENT CENTRIC SOLUTIONS

According to the Centre's General Manager, Alan Pryor, "We are a purpose-built facility which provides the flexibility to accommodate events of all shapes and sizes. Whether it's an intimate gathering for 10 or a large-scale event for thousands, we are affordable and available and our dedicated sales and coordination teams work closely with clients on customising solutions to suit their specific needs."

Alan elaborated, "Under our partnership approach, we sit down with each client to discuss and analyse their event. Then, based on our extensive experience and venue

capabilities, we provide in-depth, strategic feedback on the event logistics, operational support and programme content. This also frees organisers from various hassles, especially logistics and services-related issues. From event safety and security, to liaising with main contractors/suppliers and handling additional requests for audio visual, Internet services, etc., we always go the extra mile to make sure everything runs seamlessly."

### DRIVING THE BUSINESS EVENTS AGENDA

To enhance the destination proposition in order to attract more international events and build a competitive advantage for Kuala Lumpur and Malaysia, the Centre has been focusing its efforts on strengthening local and international collaboration with industry players.

On the international front, the Centre has been collaborating with the International Association of Professional Congress Organisers (IAPCO). "This partnership aims to create greater awareness of Malaysia's multi-cultural diversity and compelling business events proposition amongst their 114 members across 40 countries. In September, we hosted the IAPCO Council Meeting, which brought top professional conference organisers to Malaysia, exposing them to the facility and showcasing what Kuala Lumpur has to offer," Alan shared.

On the local front, the Centre recently established the Kuala Lumpur Convention Centre Business Events Alliance (KLCC BEA) in partnership with key business events players and stakeholders in the Kuala Lumpur City Centre (KLCC) precinct. The KLCC BEA is a powerful collective consisting of the Centre, leading hotels, professional event planners, shopping, dining, entertainment and transportation partners strategically located in the heart of the city.

Alan continued, "A private sector initiative, the KLCC BEA provides a seamless and single point of first contact for Meeting Planners and Event Organisers. This allows us to market the fully-integrated city centre offering and create an all-inclusive proposition for meetings and events from a venue, planner, accommodation and entertainment perspective."

### LIVELY AND EXCITING TIMES AHEAD

The Centre's expansion also continues to progress and is due to be completed in mid-2019. The extension will provide an additional 10,000 sqm of flexible and multi-purpose space, enhancing the Centre's existing world-class infrastructure, grow Kuala Lumpur's reputation as a premier business events destination and help attract more international events to Malaysia. This means more room to comfortably accommodate larger exhibitions and international association meetings, as well as concurrent events, and the opportunity for many current clients to grow their activities and/or events significantly.



Alan Pryor, General Manager of Kuala Lumpur Convention Centre



Cultural showcase during IAPCO Council Meeting

#### CONTACT

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# MIDDLE EAST MEETINGS FORUM

## A COLLABORATIVE APPROACH TO STRATEGIC SUCCESS

**The second edition of Middle East Meetings Forum, which takes place on December 10, will bring together senior executives from various sectors across the Middle East.**

*HQ asks the organisers (Dubai Business Events and ICCA Middle East Chapter) and event partner (PCMA) what drives the business growth in Dubai and the Middle East.*

**Steen Jakobsen, director of Dubai Business Events (DBE),  
Dubai's official convention bureau**

***As Dubai is the top MICE destination in the region, what is DBE's unique proposition to attract business?***

Over the past decade, Dubai has been established as a leading business events destination in the region with a solid proposition in place to attract business to the city. Dubai's world-class infrastructure and dynamic venue offering have supported the city's bid to attract and host international meetings, incentives, conferences and exhibitions. Key factors, including geographic proximity, global connectivity, accessibility, hospitality and leisure, are all contributors to the city's success.

Additionally, Dubai is home to significant industry clusters – healthcare, education, technology, transport, clean energy, water, and space – and while the city is focusing efforts on evolving into a global knowledge hub, visiting industry professionals are offered access to Dubai's diverse knowledge base, research and innovation across these sectors.

Dubai Business Events, the city's official convention bureau responsible for attracting business events, has been established to ease the way for planners and companies around the world, offering support in planning business events in Dubai. We facilitate partnerships with various key stakeholders in Dubai, including hotels and venue operators, professional conference organisers, destination management companies and other service providers, supporting international companies and associations in bringing international meetings, conferences and incentive programmes to the city.

***Despite various geopolitical challenges in the Middle East, how do you see business developing in Dubai in the year ahead?***

Dubai is among the world's top 10 destinations for international business events according to the Union of International Associations. We expect 2018 to be one of our strongest years for international business events – particularly association conferences.

We look forward to hosting key events such as the ICCA Annual Congress, the World Congress of Cardiology & Cardiovascular Health, the International Conference of the Institute of Internal Auditors, the World Congress of the International Federation for the Surgery of Obesity & Metabolic Disorders and the Congress of the International Real Estate Federation.

These and many other events are the result of our long-term strategy of engaging with local scientists,

doctors, business people and government officials to attract international business events via our Al Safeer Congress Ambassador Programme.

***What would hosting the ICCA Congress in 2018 mean for Dubai?***

Hosting the prestigious ICCA Congress in 2018 provides terrific opportunities for Dubai. First and foremost, it will demonstrate Dubai's unique capabilities as host city for international association conferences. We will welcome key international conference organisers, offering an opportunity to familiarise themselves with Dubai and hopefully decide to bring additional events to the city.

Additionally, the ICCA Congress is a platform for top education and unparalleled networking opportunities that will help our local industry grow and build strategic relationships with international industry stakeholders.



**STEEN  
JAKOBSEN**





**SENTHIL  
GOPINATH**

## **Senthil Gopinath, Regional Director Middle East ICCA (International Congress and Conventions Association)**

with growth at over 250 percent, which is the largest of any region globally. The Middle East meetings industry is expected to grow tremendously in the next five years. The meeting segment is expected to have a similar high-level growth in the next 5 years.

### **As ICCA will host its annual congress for the first time in 2018 in Dubai, what legacy would ICCA like to leave in the region?**

The Middle East is growing at a rapid pace and hosting the ICCA congress gives ICCA the opportunity to connect the region with our global network of practitioners, allowing for knowledge sharing and understanding the needs of the meetings business in a deeper way. Ahead of the congress, we want to ensure that we build up interest and capacity together with our local members and partners in the region over the next two years. The congress will leave a legacy in developing the regional knowledge economy.

### **What does the Forum aim to achieve this year?**

This year's forum will cover some extremely interesting topics such as Meetings Design,

Destination Competitiveness etc. Some of the world's leading meetings experts will share their knowledge and best practices at this year's forum. The association sector is taking off in the Middle East, driven by growth in an educated, professional middle class, a desire for professional education, standards and accreditations and the forum will aim to cater to these requirements. The forum will aim to engage key stakeholders and build knowledge of the sector across the region.

The forum will attract internationally renowned speakers and global meetings industry experts, who will discuss global trends, the importance of destination teamwork and industry collaboration, and the competitiveness of the Middle East region as a stepping stone to booming markets in the Middle East. Speakers will also share strategies on bidding for international meetings and conferences in what has become an increasingly competitive world, as well as the need for training programmes capable of supporting and responding to future trends across the region.

### **What kind of growth do you expect to see in the meeting industry in the Middle East in the future?**

ICCA is dedicated to developing the Middle East meetings industry, as well as developing and spreading awareness of this strong sector. As a result, ICCA Middle East is in the process of developing meetings expertise amongst the industry throughout the entire region. In 2007, there were 100 meetings in the region, and that number has more than doubled to 255 association meetings recorded in 2016. This is reflective of similar international trends, which also show a doubling of association meetings each decade. But in the case of the Middle East, the level of growth is taking place at a much faster pace,

## **Sherrif Karamat, Chief Operating Officer of PCMA (Professional Convention Management Association)**

### **How important for you is the Middle East market and why?**

The Middle East is extremely important to the business events industry and PCMA as this region plays an important role on the world stage as well as in the growth of interest in our organisation. Middle Eastern countries are looking to diversify their economies and reduce their dependence on a few pre-dominant sectors and the business events industry is key to help spur growth in target economic sectors. PCMA fully encourages this view and believes that business events are a catalyst for economic and social progress.

### **How do you see the markets in the Middle East and Eurasia in the next five years?**

Well, I would like to pretend that I have a crystal ball and predict how everything would unfold but this is not the case. However, the interesting story comes from where growth is happening and this is not just population. It is clear from all the data and studies that this part of the world holds some of the fastest growing economies with transformational strategies for the future. I am confident that the business events industry will play a vital role in helping to further their economic success and PCMA is committed to development of the best education and knowledge exchange programmes to encourage this progress. So let's see what that means for the next five years but it is all exciting.

### **What has PCMA contributed to the region? Any plans for the future?**

We have been focusing on education, business networking and exchange of ideas that are important to the development of the region. A large part of that strategy has been the partnership with Dubai Business Events. They have been a tremendous partner as they are committed to economic diversification through the business events industry and they see PCMA as a key partner to help them deliver education. We have been holding exchange programmes with associations from the Middle East, Europe and North America to share ideas and discuss ways that will help various sectors including healthcare, technology, financial services etc. As the future unfolds, our commitment grows stronger and our plans include increased investment in the region on education directly connecting social and economic progress with the business events industry and PCMA.



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**Venue of ICCA Oman Meetings Association Expert Forum - 18<sup>th</sup> and 19<sup>th</sup> October 2017**



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# TTF AND BLTM HYDERABAD UNLEASH THE **HUGE POTENTIAL OF SOUTH INDIA MARKET**

**TTF Hyderabad, co-located with BLTM (Business & Luxury Travel Mart) from July 14-15, 2017 at the Hyderabad International Convention Centre (HICC) made it the biggest travel trade show in South India. TTF and BLTM Hyderabad hold a unique strategic marketing importance due to its geopolitical situation, as a meeting point for the buyers and sellers of luxury, business, MICE and leisure travel.**

TTF and BLTM showcased 249 sellers from 16 states and 12 countries. Thousands of travel trade and members from business, luxury, MICE and travel sector visited the show.

TTF and BLTM Hyderabad was inaugurated by Pervaram Ramulu, IPS (Retd.), Chairman, Telangana State Tourism Development Corporation; H.E. Philippe Le Gall, High Commissioner of Seychelles in India; Jong Sool (Michael) Kwon, Director, Korea Tourism Organisation (India Office) and P. P. Khanna, President, Association of Domestic Tour Operators of India.

A Chandu Lal, Minister for S.T. Development, Tourism and Culture, Government of Telangana, said, "It is praiseworthy that Fairfest Media is organising this show since last 28 years with a view to provide a platform for the stakeholders of the travel and tourism industry to meet network and explore opportunities for tourism exchanges between countries, states and regions. I hope that this travel show will help in promoting tourism and popularising tourist destinations in the country including Telangana state."

17 States participated at TTF and BLTM Hyderabad, with their official pavilions. The biggest state



pavilions included Andhra Pradesh and Telangana as the Host States; Uttarakhand, Gujarat, Maharashtra and Madhya Pradesh as Partner States; Goa, Karnataka, Kerala, Himachal Pradesh, Jammu & Kashmir, Rajasthan, Jharkhand, Tamil Nadu and Puducherry participated as Feature States. There was also a large number of private sector participation from Haryana, Punjab, Assam and West Bengal.

Country participation included Nepal as the Partner Country and Korea as the Feature Country. Additionally, private sector participants from Bhutan, Canada, Germany, Greece, Maldives,

Singapore, Sri Lanka, Thailand, Turkey, USA and Uzbekistan had added feathers to TTF this year.

Buyers who were present at BLTM Hyderabad included Adani Wilmar Ltd, Bajaj Electricals Ltd, Canara HSBC OBC Life Insurance Co Ltd, Cox & King Ltd, Global Cynergies LLC, Godrej Industries Ltd, Godrej Industries Ltd, Kaya Ltd, Khaitan & Co, Loreal India Pvt Ltd, Magma Fincorp Ltd, Neptune Tours & Travels Pvt Ltd, Pulsar Knowledge Centre Pvt Ltd, STHI Holidays India Pvt Ltd, Suzlon Energy Limited, Tamarind Global Services Pvt Ltd, World Destinations Events, Zycus Infotech Pvt Ltd and many more.



# Georgia

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# CANBERRA

## THE CITY THAT BUILDS COLLABORATION

**Australia's capital city, Canberra hosts the largest cyber security conference in the Southern Hemisphere each year. The Australian Cyber Security Centre conference draws together international and Australian industry, government and research partners to share and advance knowledge on this critical issue.**

Leaders in the cyber security field are attracted to the National Convention Centre in Canberra each year for the conference. It has grown from 900 to 1400 delegates in just three years. Conference organisers are dedicated to program excellence with international leaders as speakers, such as Dr Deborah Frincke of the USA's National Security Agency and Stephane Lenco, Chief Information Security Officer for Airbus in France, at the 2017 conference.

"The ACSC Conference 2017 brought delegates from 27 countries from around the world straight to the nation's capital...Canberra is winning fans as a destination to build business and government collaboration and relationships," said the ACSC Conference Committee.

Canberra is home to key players in the cyber security field, from start-ups with innovative solutions to industry leaders such as Lockheed Martin and Northrop

Grumman. As the administrative capital of Australia, members of parliament meet at Australian Parliament House and the government's policy departments are based in the city. Here too are leading research partners, including the highly respected CSIRO and the Australian National University, the country's top university, which is also ranked in the top 20 in the world.

Along with this strong collaborative base, conferences are also well supported by a united business events community. Canberra based professional conference organisers, Conference Logistics leads the conference development, working closely with the ACSC Conference Committee and a range of delivery partners.

Nestled in the beauty of the Australian bush, with a sweeping central lake, Canberra is centrally located with international flights connecting to Singapore and daily flights to Doha from February 2018.

"Canberra is recognised as a safe destination and enjoys excellent public transport and infrastructure, which makes it very easy to move between conference venues and the city's many attractions, from our world class dining experiences to our national parks, museums and galleries," said Michael Matthews, Chief Executive Officer of Canberra Convention Bureau. "The nation's capital is built in a natural bush setting so delegates can easily enjoy our unique Australian environment."

The CANBERRA CONVENTION BUREAU's free services assist you to identify and bid to host events. Once secured, the Bureau ensures you have access to Canberra's leading business event suppliers and experts.

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# THE INCENTIVE, CONFERENCE & EVENT SOCIETY ASIA PACIFIC (ICESAP)

**The Incentive, Conference & Event Society Asia Pacific - or ICESAP for short - is a dynamic professional membership based peak body for those working with or in the Incentive, Conference & Event industry across Asia Pacific. Members include those from the corporate sector who are customers, those working in agencies, and those working in supply of goods and services in the industry.**

## ***What are the objectives of your organisation?***

Despite the scale of the Business Events industry within the region, there has, until now, been no pan-Asian member body to represent the interests of the many professionals working within this sector.

ICESAP has partnered with William Angliss Institute to provide Professional Development courses including an online distance learning certificate in Incentive, Conference & Event Management to be followed in the next two years by further higher level programmes providing a more formal qualification.

ICESAP has also from its inception believed that one of its key objectives was to strengthen the role of intermediary agencies operating across Asia Pacific. To this end ICESAP has worked for over two years on the implementation of an Agency Accreditation Scheme. This scheme is now operating and agency businesses are applying in a steady stream.

## ***What are the objects of your annual conference?***

ICESAP's annual conference was recently held in Shanghai and members from across Asia Pacific gathered to attend peer-to-peer Leaders' Forums, Innovation Workshops and a full programme of Keynote and Plenary sessions. The background of the conference delegates reflected the ICESAP membership mix, with almost equal numbers of corporate delegates from clients' organisations, agency delegates drawn from agency owners and management and partner delegates, those working in the supply of goods and services to the Incentive Conference & Event industry.

## ***How does the association and meeting industry benefit from your organisation and annual conference respectively?***

ICESAP is providing thought leadership on the economic value of the Business Events sector not only as a part of the overall tourism revenue statistics, but also as a driver of economic activity for those companies that increasingly direct their marketing dollars into Incentive Programmes, Conferences, Meetings and Business Events.

**“***It was an amazing experience, sharing the new trend, challenges, best practice with industry expertise and friends, showed great passion with highly engaged people.”*

***Vivian Chai, Senior Manager, Global Procurement, Lenovo Group***



In dialogue with 3 Chinese Corporate end-customers during the conference. From L to R: Session Moderator Julien Delerue, with Vivian Chai, Senior Manager, Global Procurement, Lenovo Group, Bert Li, Associate Director, of Event Production, Amway China, Justine Zhou, Associate Director, Meeting Services China, Merck



*"ICESAP Shanghai was such a great event and the W on the Bund was the perfect venue, what a great hotel! I was impressed with the mix of buyers and suppliers from so many countries and it was fabulous to reconnect with suppliers from Australia and Singapore as well. I thoroughly enjoyed some of the more thought-provoking subjects that were discussed and loved being back in Shanghai, it's such a great city! Looking forward to the next event!"*

**Aileen London, Senior Manager, Global Meeting Services, Oracle**

**Any plans for the future?**

The Business Events sector exceeded US\$200 billion in economic value for the economies of Asia Pacific in 2016 and this will be exceeded again in 2017. ICESAP wants to continue to encourage this form of economic activity for the benefit of the economies of Asia Pacific where 80% of this business emanates from.



*"The conference was a great mix of participants from the industry sharing challenges, trends and best practices in Asia and the globe. Immersive experiences, VR, AR, AI, sustainability, GDPR, the Chinese business events market! So much to learn about! ICESAP brings the best minds in the industry together."*

**Georgie Farmer, Group Manager, Global Travel, Meetings/Events Sourcing Strategy & Operations, Microsoft**



# SMELLS LIKE TEAM SPIRIT

## SARAWAK RAISES THEIR GAME ON A GLOBAL STAGE

**Sarawak Convention Bureau (SCB) unveiled their “boldest” team-building campaign to establish Sarawak as a mature destination in a four-day fam trip in mid-August.**

*Katie Lau reports*

As far as second-tier destinations go, Sarawak stands out for its ambition and unrelenting drive for impressive results. Since Sarawak became the first State in Malaysia to have its convention bureau in 2006, the State has secured 675 conventions from a wide variety of industry sectors.

Sarawak's position as a leading second-tier destination in Asia Pacific was reinforced by hosting ICCA's prestigious Annual Congress last year. The future seems promising for the Land of the Hornbills as a direct flight between Kuching and Shenzhen, China is due to start operating by the end of this year, and more routes are under discussion.



Tribal Warrior Challenge

Not only more affordable in venues, food, accommodation and leisure activities, second-tier destinations are also more likely to go the extra mile in looking after their clients. In Sarawak's case, as I learned from the Amelia Roziman, SCB's newly appointed Chief Operating Officer, “what [Sarawak] lacks in first-tier locations, it makes up through bold, creative and tremendous approaches in marketing and service delivery, plus world-class hospitality.”

### AMBITIOUS CAMPAIGN

The answer to such an approach is the Redefining Global Tribes campaign, a spin-off from SCB's successful campaign for the ICCA Congress. By emphasizing “key Sarawakian tribal values,” namely unity, community and identity, SCB hopes to strengthen relationships among the Business Events communities to achieve a stronger global identity. The fam trip served as an excellent opportunity for the passionate and dynamic communities to showcase their creative and one-of-a-kind products and services to a group of about 20 international convention leaders and journalists.

### AFFORDABLE DESTINATION

Kuching, Sarawak's capital, might look like a sleepy town at first glance, but it won't take one long to warm up to its vibrant mix of exotic cultural, natural, historical, and gastronomical offerings. It's also where you will find an abundance of value-for-money accommodation: over 4,000 rooms in categories of three to five stars (a five-star hotel room only costs US\$70-125). A good case in point is Hilton Kuching, whose central location (a five-minute walk to main tourist attractions), exceptional service and outstanding facilities made it the hotel of choice for our stay.

Another 5-star hotel in the neighbourhood is Pullman Kuching, which features 389 contemporary guest

rooms and 10 meeting rooms, the biggest of which can accommodate 3,000 guests.

### CHECK OUT THE ORANGUTANS

Kuching's proximity to national parks and sites of natural beauty provide wonderful settings for a vast array of adventurous leisure activities, such as birdwatching, snorkelling, hiking, and staying in a longhouse with native tribes. On a bright sunny morning, we headed to Semenggoh Wildlife Centre, established in 1975 to rehabilitate injured or orphaned wild animals from the jungles all over Sarawak. About a 30 minutes' drive from our hotel, the sanctuary is one of the best places in Malaysian Borneo for observing semi-wild orangutans from a close distance. While there's no guarantee that these critically endangered primates would show up, we were lucky to spot a few of them playfully dangling on vines and swinging through trees after waiting patiently for more than half an hour.

### EXPLORE THE CAT CITY

With a population of over 680,000, Kuching is a safe, multi-cultural city with a pleasant and sunny weather throughout the year. Azhar, our marvellous tour guide, showed us many attractions around Kuching's walkable city centre, including Chinatown, the Cat Statue (Kuching means “Cat” in Malay),





Kuching, the "Cat City"

the colourful Tua Pek Kong Chinese Temple, the golden-domed City Mosque, and the world-famous Sarawak State Museum, founded in 1888 by Charles Brooke, the second White Rajah of Sarawak, with the encouragement of naturalist Alfred Russel Wallace.

We also passed by the Central Market filled with spice dealers (Sarawak black pepper is world renowned) and textile shops as well as heritage buildings of the White Rajah era, such as the Pavilion, the Square Tower, the Court House, the Charles Brooke Monument and the Post Office.

Moreover, Sarawak boasts an eclectic mix of culinary cultures. Local delicacies include kolo mee, Sarawak laksa, kek lapis (layered cake), ikan terubok (dried salted fish), and various seafood dishes.

#### WORLD-CLASS CONVENTION FACILITIES

Located at the Isthmus confluence just 8km from Kuching, the Borneo Convention Centre Kuching (BCKK) is the venue of choice for the 55th ICCA Annual Congress. With a total space of 37,958 sq metres, sophisticated meeting facilities and its own restaurant, BCKK has hosted a wide range of events



BCKK



BCKK

including conferences (for up to 5,000), exhibitions and corporate meetings. It is the first international purpose-built convention centre on the island of Borneo.

Also within walking distance of the BCKK is the UCSI Hotel Kuching, which features luxurious rooms and suites, stylish function rooms, and the Grand Ballroom that can accommodate 1,200 sitting guests. The hotel also boasts panoramic vistas of Kuching's waterfront, best enjoyed over cocktails on the rooftop terrace during sunset (like we did!).

#### GAME ON!

Our visit was culminated by attending the Global Tribes press conference and Redefined Business Forum, where Roziman surprised the audience with her mesmerizing tribal dance performance before MICE leaders exchanged tips and ideas.

Then we moved on to the Tribal Warrior Challenge at Sarawak Stadium, where over 1,000 intrepid participants attempted the daunting obstacle-course race as a great way to boost morale and team spirit among different sectors, despite many of them being first-timers.

It was awe-inspiring to watch those who had made it look out for those who were still behind and give them a helping hand, while cheering spectators kept them going all the way to the finish line.

Under the Redefining Global Tribes campaign, this challenge has also cemented Sarawak as a destination of possibilities – fit for corporations and associations to host unique team-building activities, pre and post tour options, corporate events, orientation trips, bootcamps and incentive trips.

It seems SCB got off to a good start when it comes to building unity, community and identity.



Sunset from rooftop at UCSI Hotel Kuching

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# WHY HONG KONG IS STILL A **PREFERRED MICE HUB IN ASIA**

AN INTERVIEW WITH **KENNETH WONG**  
FROM HONG KONG TOURISM BOARD

**Despite tough competition from other MICE cities in the region, Hong Kong saw an almost 10 per cent growth in MICE arrivals in 2016. HQ catches up with Kenneth Wong, General Manager of the MICE & Cruise Division for the Hong Kong Tourism Board.**



***Congratulations on the growth of MICE visitors last year. So how keeps Hong Kong competitive?***

First of all, the success results from investing in the MICE business since we set up a dedicated MICE division in 2008 with additional funding and support from the government. As for strategies, we identify the United States and Europe as the key markets for association conferences because some of the key regional associations and headquarters are located in Washington DC, Brussels and Geneva. Besides, we also have a very good partnership with IAPCO (The International Association of Professional Congress Organisers).

In fact, we just renewed a three-year corporate partnership agreement with IAPCO at IMEX Frankfurt. As key conventions in the US and Europe appoint PCOs as partners for picking the right destination, having a strong relationship with PCOs helps bring more business to Hong Kong.



**KENNETH  
WONG**

## What are Hong Kong's strengths?

Hong Kong also leads the pack in finance, medicine, innovation and technology, which attracts many conferences from these sectors from around the world for industry exchange and discussion.

For high-level conferences when delegates' time is a precious asset, Hong Kong's superb connectivity and outstanding infrastructure play a vital role in accommodating business travellers from around the globe. And most of all, our unique location as the gateway to China is still something other cities cannot claim, and we see huge potential as a super-connector under China's Belt-and-Road initiative.

Another thing I'd like to stress is the safety and political stability, these factors concern meeting planners in recent years and Hong Kong, being one of the safest cities in the world, provide assurance especially if you plan a conference years in advance.

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## How about short-haul market?

We see an increasing demand in mainly incentive travel from South Korea, Mainland China, Indonesia, India and Thailand. Hong Kong is a very popular destination for product launch conferences, mega-sized corporate meeting and reward trips in areas of finance, insurance and direct selling.

A mega-sized corporate meeting can bring as many as 20,000 overseas delegates to Hong Kong. The city's world-leading venues can easily accommodate MICE events of all sizes and formats, such as the Hong Kong Convention and Exhibition Centre which sits in the heart of the city centre, and AsiaWorld-Expo right next to the airport, supported by a good selection of over 260 hotels in town.

## Any emerging markets for association conventions?

We see great potential in Mainland China, in the first half of 2017, total overnight MICE visitor arrivals from mainland China is particularly strong with a 6.1% YOY growth. In fact, over half of the total MICE arrivals are from Mainland China while we wish to fully ignite the market potential and bring more mainland association executives, particular from science and technology sectors to Hong Kong to meet their local counterparts for exchange. Hopefully these mainland Chinese executives would bring their local meetings to Hong Kong, or maybe organise a big convention in Greater China.

### PRESTIGIOUS EVENTS HELD IN HONG KONG IN 2017 AND BEYOND:

Asia Pacific Digestive Week 2017:  k participants

International Conference on Oral and Maxillofacial Surgery 2017:  k participants

World Recycling Convention & Exhibition 2017:  k participants

Critical Communications World Congress 2017:  k participants

RISE Conference 2017:  k participants

Cloud Expo:  k participants

World Psychiatric Association World Congress of Psychiatry 2020:  k participants



# INTERNATIONAL ADVISORY GROUP ESTABLISHED TO ENHANCE AUCKLAND'S BUSINESS EVENTS GROWTH

**A group of world-leading experts and senior leaders in the business events sector have been enlisted to help further enhance Auckland's reputation and presence in the international market place.**

Auckland Convention Bureau (ACB), a division within Auckland Tourism, Events & Economic Development, has created the Auckland International Business Events Advisory Group (AIBEAG) to provide strategic guidance and leadership, market intelligence, and assistance with developing ACB's market approach.

The advisory group is comprised of 10 members from the international business events sector and related fields, with knowledge of Auckland's key market regions of Australia, Asia-Pacific, Europe and North America.

ACB Manager Anna Hayward says business events are seen as a high-value sector of Auckland's visitor economy and one that's earmarked for significant growth.

"In the highly competitive market within which we operate today, we recognise the importance of staying current with trends in the international business events market," she says.

"The AIBEAG is intended to bring together leaders with unique perspectives on the evolving world of business events to help ensure Auckland keeps pace with the changing market, and to better understand the areas of importance to our clients."

Auckland is New Zealand's largest city, home to 1.5 million people from more than 200 ethnicities, making it one of the most culturally diverse cities in the world. It is the financial and economic powerhouse of New Zealand, contributing 37 per cent of the national gross domestic product.

Auckland is already well-known as a stunning visitor destination, and continually ranks near the top in the world for quality of life, but it is now emerging as a knowledge capital of the Asia Pacific region.

"We have a wealth of intellectual capital, centralised event facilities serviced by a professional industry, a reputation for superior hospitality, and strong air links with the rest of the world, which puts Auckland at the

forefront of hosting international events in New Zealand," says Mrs Hayward.

"An exciting transformation of Auckland is taking place. There is more than \$21 billion of new strategic investment across region planned, funded, and underway in the next 10 years, including the development of the New Zealand International Convention Centre (NZICC). Introducing the advisory group now will help us to take advantage of the larger market we can now access with the increased capacity NZICC will bring."

The first meeting of AIBEAG is being held in Auckland in October, with the group participating in a week-long program of in-depth briefings and discussions with the bureau and key partners, including a site visit of NZICC.

## AIBEAG MEMBERS

**Oscar Cerezales**, Chief Operating Officer – Asia Pacific, MCI Group Asia Pacific Pte Ltd

**Rod Cameron**, President, Criterion Communications

**Paula Rowntree**, Conference and Events Manager, RACGP Products, The Royal Australian College of General Practitioners

**Kelli Vettoreto**, Regional Vice President, HelmsBriscoe

**Jan Tonkin**, President, IAPCO (International Association of Professional Congress Organisers)

**Barbara Maple**, President, Barbara Maple & Associates Inc.

**Mathias Posch**, President, International Conference Services

**Mike Pickford**, Executive Director, ASN Events Pty Ltd

**David Caldwell**, Vice President, Martiz Travel - A Martiz Global Events Company

**Patrick Rush**, Director, American Express Meetings & Events



CONTACT

[WWW.AUCKLANDNZ.COM/MEET](http://WWW.AUCKLANDNZ.COM/MEET)

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Ike Anand  
Vice President, Strategy and  
Business Development  
Expedia group



Min Yoon  
Founder & CEO  
Tidesquare



Buhdy Bok  
President  
Carnival Asia



Sean Treacy  
Managing Director, Asia Pacific  
Royal Caribbean Cruises Ltd



Andy Tan  
Vice President, Sales, Asia Pacific  
Hotelbeds



Maunik Thacker  
Senior Vice President – Marketing  
Marina Bay Sands Pte. Ltd.



Lynette Pang  
Assistant Chief Executive  
Marketing Group  
Singapore Tourism Board



Jeannette Ho  
Vice President, Raffles Brand &  
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