



IT&CM Asia TH
Incentive Travel & Conventions, Meetings

CTW Asia-Pacific
Corporate Travel World

IT&CMA and CTW Asia-Pacific
September 26, 2017 • Bangkok, Thailand



ISMRRM Annual Meeting shops for Asian host

By Karen Yue

The International Society for Magnetic Resonance in Medicine (ISMRRM) has started investigating potential destinations in Asia for its Annual Meeting and Exhibition in 2024, when the event's compulsory rotation takes it to this part of the world.

Kerry Crockett, ISMRRM's associate executive director, told *TTG Show Daily* that her team is "now looking at getting together an RFP to send out for the meeting".

To qualify, the destination must satisfy "the basics".

One of the basics is a convention centre that can accommodate 6,000 attendees from all over the world, has sufficient breakout rooms for "a tremendous amount of concurrent sessions", and has a hall

that supports an exhibition of about 9,290m² in size.

"Easy access is another thing we will look at," said Crockett, who added that ISMRRM does not use shuttle buses for its meeting delegates, so venues and hotels must be within walking distance or conveniently connected by public transport.

She said: "The hotel package comes next, and it is something we are very careful about. We have a ceiling budget for hotel room rates because we have residents and students in attendance, all the way through senior people in their field, so we need a wide range of quality properties that are affordable for all. They pay for their own travel, meeting registration fees and accommodation, so we need to be sensitive to their

expenses. An average room rate of US\$250 is ideal, but we certainly look for properties that are less expensive for our residents and students."

ISMRRM has investigated Japan, Hong Kong and Malaysia as possible host destinations for previous meetings, and is "starting to look at South Korea".

"We may do a workshop in South Korea, so we are also

"(Our delegates) pay for their own travel, meeting registration fees and accommodation, so we need to be sensitive to their expenses."

Kerry Crockett
Associate executive director
ISMRRM



taking the opportunity to consider that for the 2024 meeting," she shared.

Crockett who was in Bangkok for the PCMA Global Professionals Conference Asia Pacific in late-August, had also taken the chance to "check out" the city for its suitability as host destination for the meeting.

The ISMRRM Annual Meeting and Exhibition rotates in a compulsory sequence – North America, Europe, North America and Asia. Its last Asian edition was held in Singapore in 2016.

HIGHLIGHTS TODAY

09.00 to 10.00
Lotus Suite 7, Level 22, BCC
ASEAN MICE Forum 1
NTOs and CVBs - Collaborator or Competitor?
Join moderator Mike Williams of Gaining Edge as he leads his panel of industry leaders in a discussion on South-east Asia's state of business events.

16.10 to 17.10
World Ballroom A&B, Level 23, BCC
Keynote Address
The Next Wave of Growth for the Asia-Pacific MICE Industry

The Asia-Pacific MICE industry has undergone tremendous transformation over the past decades and is the fastest developing, overtaking North America to become the second largest market worldwide. As IT&CM Asia marks 25 successful years, join a panel of industry experts who will look back at the success factors and predict what will drive the next wave of growth for the region.

18.30 to 21.30
Dusit Thani Bangkok
Opening Ceremony & Welcome Reception
Still On My Mind
Let the Thailand Convention And Exhibition Bureau wine, dine and entertain you at IT&CM Asia and CTW Asia-Pacific's opening ceremony and welcome reception.

TTG Publishing Travel Trade

TTG Travel Trade Publishing is a business group of TTG Asia Media

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{ In brief }

Seoul MICE Alliance grows

Seoul MICE Alliance (SMA)'s membership pool has increased by 38, taking its total membership to 260 members.

New members include five hotels, four PCOs, seven travel agencies, two transportation providers, two service providers, three entertainment companies, two shopping locations, and 15 unique venues.

New members will collaborate with the Seoul Tourism Organization in bidding, attracting, and hosting international business events; collaborate on PR activities such as overseas media/buyer fam

tours; and conduct joint advertising for magazines, online marketing, webzine and newsletter distribution. They will also participate in official events such as SMA member meetings, business conferences, and SMA annual meetings.

ICPB restructures

The India Convention Promotion Bureau (ICPB) will complete its restructuring process by the end of this fiscal year, and with that gain a new capability to bid for international association events.

A division will be created to handle bid document preparation and to assist in visa applications. ICPB is looking at ways to generate revenue such as by charging local associa-

tion chapters a fee for compiling bid documents or a visa facilitation fee.

The restructuring will also involve hiring marketing professionals who will participate on ICPB's behalf in all international tradeshow and organise roadshows in India as well as engaging an intelligence agency to help shape ICPB's efforts in attracting business events to India.

CWT appoints new APAC head

Carlson Wagonlit Travel (CWT) has named Bindu Bhatia the new managing director, Asia-Pacific. Bhatia now sits in CWT's Asia-Pacific headquarters in Singapore, and oversees 3,000 people across nine countries. She reports to Kelly Kuhn, chief customer officer.

IMPACT to debut two new exhibitions

IMPACT Exhibition Management, which manages the massive IMPACT Muang Thong Thani convention and exhibition centre in Bangkok, Thailand, will bring two new-to-market tradeshow into South-east Asia next year.

In partnership with Messe Hannover, IMPACT will launch CEBIT ASEAN Thailand (October 18-20), a regional edition of CEBIT which is a major trade-show and conference in Europe that focuses on digitisation.

IMPACT is also partnering

SILMO international, a joint venture company between the French Association SILMO and COMEXPOSIUM Group, to launch SILMO Bangkok (June 20-22), a spinoff from SILMO Paris which is a trade event for the optics and eyewear industry.

Loy Joon How, general manager of IMPACT Exhibition Management, said: "They are positioned as regional shows, organised to serve the South-east Asian market. We are expecting a lot of international exhibitors to take part

along with a strong regional representation of visitors. We will conduct delegate boosting activities for them. In fact, running alongside both exhibitions will be many related seminars, conferences and workshops (which will then drive participants to the main event)."

"We are looking at launching CEBIT ASEAN Thailand as a 15,000m² show, while the inaugural SILMO Bangkok will be about 5,000m²," he added.

When asked if CEBIT ASEAN Thailand and SILMO Bangkok

would compete with existing tradeshow, Loy said IMPACT's approach to show organiser customers has always been a collaborative one.

"These events are new to the market and do not compete with our existing clients. We do not compete and prefer to sit down with our customers to explore how we can collaborate on trade events (we are keen on launching). All the exhibitions that IMPACT does, are not done entirely ourselves. We do them with partners." – **Karen Yue**

Meet the buyers and corporate travel managers

We speak to buyers and corporate travel managers from across the world to find out why they are motivated to attend IT&CM Asia and the business goals and objectives they are looking forward to achieve this year

I am looking forward to find out more about new destinations like Koh Samui and Chiang Mai for MICE, and I am especially interested to learn more about beaches, treks, golfing and entertainment options available along with adventure activities for corporates.

Jitesh Khanna, director, Advaita Showbiz, India



I am looking for a destination where I can partner to create a study tour program for schools, colleges and universities here in the Philippines and let the students experience and understand that destination's culture and offerings. In addition, I am looking forward to meet Japanese operators as we aim to specialise in that destination since the trend and demand in my country is high for Japan.

I hope to meet a pool of reliable and trusted suppliers to partner with as we have a strong market for outbound travel.

Jobelle Lim, general manager, Belle Horizon Travel Ventures, the Philippines



As a MICE buyer, we are always researching for new interesting destinations for our corporate clients. MICE is

Asia is always of big interest for our clients in the search for high quality and products that are good value for money. We are interested to look for high quality accommodation, boutique hotels and unusual venues.

Lonni Gulliksen, CEO, Congress Consulting Management Group, Denmark

We are looking for cost-effective DMC vendors in Asia to provide our clients with high quality service. We are looking to organise events in new markets like Vietnam and Malaysia so these are new areas we want to learn more about.

Bina Cho, creative manager, Chris & Partners, Korea



I will be looking for new and surprising destinations, venues and activities for our future incentives in Asia.

Bart De Swaef, managing director, Delta 3, Belgium



We often source for hotels and venues throughout various destinations in Asia and I hope to meet and connect with various people in the industry.

I have special interest in hotels and venues located in Thailand, Vietnam, Malaysia,

Indonesia, as well as companies that provide team-building activities.

Hiro Itoh, sourcing manager, Experient, Asia Pacific

We are always scouting across Asia for great incentive options for our mid-to-high end corporate and NGO clients. We are looking for unique experiences that will impact lives for the better. I would like to look at providers of accommodation, transportation, unique venues, team building, and F&B operators.

Kristen Douglas, owner, KNECT Events, USA

As we are having increased requests for the Asian market we are looking especially into Thailand, China, Japan, Korea, Vietnam, Laos, India, Sri Lanka and Indonesia. We are keen to establish contacts with local DMCs, and with hotels and resorts as well.

Krzysztof Kolacz, director, MAC-TOUR, Poland



I am greatly interested in destinations in South-east Asia. We currently already have a lot of clients for Thailand but countries like Vietnam, Malaysia and Cambodia are relatively newer so I am looking for possibilities for new business incentives, hotels and tourist boards to work with there.

I am also looking for opportunities for food trips and dive trips as we are starting

up new propositions to offer our clients.

David Luyckx, account manager, Thomas Cook, Belgium

We are looking for high standard hotel & conference venue partners and professional AV and entertainment operators for our clients to ensure successful and memorable conference events.

David Lim, regional director of operations, Trusted Events Asia, Singapore



We are looking for exotic hotel locations for MICE, golf packages, cruise tours and adventure activities that can make our offerings to our clients look wide and diverse. A mix of fun and learning is always a combination which most clients looks for. I am expecting this year's IT&CM Asia to be grander and even more engaging.

Manish Raj, vice president & business head - corporate travel, VIA.com, India

Since ADFIAP holds annual international events twice a year, I would be most interested in talking to suppliers handling the following destinations: Japan, Belarus, China, Germany, India, Indonesia, Malaysia, Thailand, Turkey, Vietnam. I am interested in companies handling exhibits and land tours in these countries.

Sandra Lim, executive of membership services and events management, Association of Development Financing Institutions in Asia and the Pacific (ADFIAP), the Philippines

The International Epilepsy Congress will be held in Centara Grand, Bangkok in 2019 with an attendance of 4,000 delegates. I am looking forward to meeting many suppliers for this congress and sales teams from hotels in Bangkok.

Richard Holmes, international director of meetings, International League Against Epilepsy, Ireland



I hope to be informed about the latest industry updates. Technology companies which specialise in sourcing and bidding for hotel rates are very popular now, and I look forward to find out more on how they can provide the best rates.

Brian Gao, indirect procurement supervisor, Cordis Medical Devices, China



This show offers the opportunity to be introduced to several industry experts in a short amount of time, which allows us to network efficiently. I enjoy the platform the show provides to meet new and old suppliers as well as vendors. I also look forward to the seminars that will provide us with beneficial insight.

Rahman Habeeb, director, Cosmac Computers, India

This is a one-stop solution for me to meet the suppliers to discuss about our travel requirements, and I am able to learn and share with the stalwarts in the industry.

Jani Jermans, consultant of mobility, United Spirits, India



This show is a great platform to network with Industry peers and suppliers to have insights on new developments in the industry, paving the way to improvise overall corporate travel and meeting programmes.

Rajesh Gupta, consultant of global travel and meeting services, Eli Lilly and Company, India

The event will provide a great opportunity to meet suppliers and travel managers from various parts of the world, and to listen to industry experts discuss their challenges and priorities, as well as share the latest industry news. The key

learning that I hope to take away with me will be to understand the ways to leverage innovative cost saving opportunities in the travel industry.

Prabhu Chandrashekar, head administration & facilities, IMS Health India

I hope to network with the participants attending the show so I have the opportunity to learn and share about the latest trends in the travel industry.

Freddy Loh, sales and operation manager, Chem-Fil Laundry Services, Malaysia



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Never-ending fun in Bangkok

Pick a fresh bouquet at Pak Khlong Talat, marvel at the restored Wat Arun, or savour gourmet creations of new-gen Thai chefs. **Xinyi Liang-Pholsena** picks out a few things you should do before leaving Bangkok



From left: Cruise Chao Phraya River over home-style Thai food; Yunnan from Issaya Cooking Studio

MUST DO

Cruise Chao Phraya River over home-style Thai food

One of Bangkok's hottest tables, Supanniga Eating Room, is now offering its delectable cuisine aboard its 40-seat dinner cruise along Chao Phraya River. The six-course programme will feature the restaurant's popular dishes such as moo cha muang (stewed pork with local leaves) and hor mok puu (steamed crab curry paste in banana leaf), in addition to drinks and cocktails from Vesper's bartender team plus Taittinger champagne. Shorter cocktail and evening champagne cruises are also available. [Website: www.supannigacruise.com](http://www.supannigacruise.com)

Buy fresh flowers at Pak Khlong Talat

Bangkok's most famous streetside flower market is a veritable trove of orchids, roses, marigolds, jasmine and flowers of any shade and type imaginable. This 24-hour market is at its most bustling around midnight, where boats and trucks converge with flowers from nearby provinces and florists wander the narrow alleyways for the freshest picks. Although the market has since moved indoors last year, it is still a

vibrant marketplace. Any visitor, no matter how brief their visit to the city is, will surely be tempted to pick up a gorgeous bouquet.

Cook up a storm at Issaya Cooking Studio

Learn to cook like homegrown celebrity chef Ian Kittichai, the name behind Issaya Siamese Club and Hyde & Seek, at Issaya Cooking Studio. From mixology to Issaya recipes to sous-vide techniques, participants can expect to sharpen their repertoire of Thai dishes as well as pick up cooking tips in the kitchen. Choose from a daily selection of three classes, or opt for specialised or classes for bigger groups. [Website: www.issayastudio.com](http://www.issayastudio.com)

Vintage shopping at Bangkok's night markets

While most visitors to Bangkok are already aware of Chatuchak Weekend Market, fewer people know about the booming night markets that have sprouted across the city. The Rod Fai Train Market near Seacon Square Shopping Mall is among the biggest, offering a retro vibe with items like vintage clothing, antique toys and jewellery for sale, not to mention street food and drinks too. The newer but smaller Ratchada Market, behind Esplanade Shopping Mall, is a more centrally located choice.

Soothe travel-weary muscles at Chi, The Spa

No visit to Thailand is complete without a spa treatment, and which other place to do it than Chi, The Spa at Shangri-La Hotel, Bangkok? Expect to rejuvenate your inner chi from the variety of signature therapies, spanning from Thai herbal press to hot stones massage, in treatment suites overlooking the Chao Phraya River. The 1,000m² spa, with a design inspired by Tibetan temples, is a sanctuary of tranquility with its subdued lighting, understated décor and aromatic oils indulging the senses. chi.bangkok@shangri-la.com

MUST SEE

See Wat Arun in its restored glory

One of Bangkok's most prominent temples, Wat Arun – also known as Temple of Dawn – will soon complete its most extensive restoration that started over three years ago. The completion of renovations will be commemorated in a 10-day long celebration from December 27, 2017 to January 5, 2018. The festivities will include a tribute to King Taksin, who ordered the previously mentioned restoration of the temple during his reign, along with Thai dance

performances and an exhibition on the temple's history.

Live the high life at MahaNakhon

Bangkok's newest – and tallest – architectural icon cuts an arresting figure in the city's CBD with its shimmering pixelated façade twisting 77 floors (314m) into the sky. The mixed-use development will house the five-star Edition Hotel by Marriott International (opening 2018), Ritz-Carlton Residences, plus a multi-level rooftop bar and observation deck launching next year. Several high-profile restaurants like Morimoto, L'Atelier de Joel Robuchon and Dean & DeLuca's Thailand flagship store have already opened.

A look at Bangkok's Ghost Tower

While MahaNakhon is Bangkok's latest glory, not too far off stands The Sathorn Unique, an unfinished luxury condominium complex whose construction was halted during the 1997 Asian financial crisis. Today, the 49-storey derelict building by the Chao Phraya River is a favourite haunt for urban explorers (note: the compound is off-limits to the public) although we advise you to keep your distance by viewing it from the nearby Saphan Taksin BTS station. Otherwise, there's The Promise, a new Thai horror movie inspired by Bangkok's Ghost Tower.



From left: Chi, The Spa at Shangri-La Hotel, Bangkok; Wat Arun



TAIWAN'S MICE INDUSTRY BEGINS SOUTHWARD PUSH

Taiwan has established a New Southbound Policy for the country. Taiwan's MICE Promotion Program calls for more cooperation on investment, trade, industrial development, tourism, culture, and talent exchange with 18 countries. The countries are the 10 ASEAN members, six South Asian countries, as well as Australia and New Zealand.

PROMOTING TAIWAN ACROSS ASIA

1. MEET TAIWAN launches roadshows in South-east Asia

Sponsored by Taiwan's Bureau of Foreign Trade (BOFT) and organised by the Taiwan External Trade Development Council (TAITRA), networking events kicked off earlier in June this year across the Philippines, Singapore and Vietnam. Scheduled to take place later in the year in Malaysia and Indonesia, these roadshows aim to foster greater interaction and understanding between the trade partners.

2. Sensing Taiwan with familiarisation trips

Every year, MEET TAIWAN invites 20 decision makers of association meetings and incentive travels to attend a customised familiarisation

tour to experience Taiwan's abundant beauty and high-quality MICE services. Taking on the theme "SENSE Taiwan" earlier in June this year, the fam trip invited 14 guests from ASEAN countries and India to explore Taiwan's creative offerings through a themed itinerary. Participants not only gained a full understanding of Taiwan's MICE environment, including venues, transportation options and related services accompanied by other MICE professionals, but also enjoyed the opportunities for networking, matchmaking, and establishing friendships.






3. Corporate challenge: Asia Super Team

Since 2014, MEET TAIWAN has organised an annual international corporate competition, Asia Super Team. Through contests,

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companies experienced what Taiwan has to offer in MICE. It has transformed how international business travelers think about MICE in Taiwan, and created a new model for B2B marketing. Asia Super Team has since received notable recognition from the Society for Incentive Travel Excellence and Stevie Awards.

FOSTERING A MUSLIM-FRIENDLY ENVIRONMENT

Taiwan hopes to bring in more Muslim buyers and visitors from countries such as Indonesia and Malaysia, by sharing information on the country's Halal-certified food, restaurants, and facilities.

There are nearly 100 halal certified restaurants and hotels in Taiwan and Muslim prayer rooms and related facilities are available

in 13 national scenic areas, major mass transportation stations, and other public places. Also, there are "pork free" and "non-alcoholic" signs seen in night markets island-wide.



Taiwan's MICE Promotion Program (MEET TAIWAN)
Sponsored by the Bureau of Foreign Trade, MOEA
Organized by Taiwan External Trade Development Council
Ad. by Bureau of Foreign Trade, MOEA

FOR MORE INFORMATION VISIT
MEETTAIWAN.COM

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 Program (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 program.



Clockwise from left: Muay Thai Live: The Legend Lives; Chicken meatballs from Little Beast; TCDC library; House of Sathorn



Check out Thai art and design at TCDC

Heralded as a great showcase of Thai innovation, Thailand Creative & Design Center (TCDC) moved to its previous location at Emporium to its current address at the 80-year-old Grand Postal Building on Charoenkrung Road. Spread across five floors and 9,000m², the new TCDC is home to a well-stocked design library, exhibition space, co-working space, rooftop garden, among others. Still can't get enough of Thai art and design? Charoenkrung Road, Bangkok's oldest road, is fast turning into a creative hub with recent cool bars and galleries like Warehouse 30, Soy Sauce Factory and Speedy Grandma.
Website: www.tcdc.or.th

Watch Muay Thai Live: The Legend Lives

Tony Jaa fans can head over to The Stage at Asiatique The Riverfront, where the nightly 90-minute live stage show (except Mondays) presents jaw-dropping Thai martial arts moves in five exhilarating acts. The production is the brainchild of Ekachai Uekrongtham, the acclaimed director of Beautiful Boxer and Singapore musical play Chang & Eng – The Musical. The production is

performed in English and Thai, accompanied with English, Chinese and Japanese subtitles.
Website: www.muaythailive.com



Savour new-gen Thai cuisine

Armed with experience honed in world-class restaurants overseas and bellies full of passion, a new generation of young Thai chefs are making seismic changes to Bangkok's dining scene with their culinary ventures. Earlier entrant Bo.Lan has already made its mark in the city, but now there's Le Du, where Thitid Tassanakajohn focuses on French-influenced dishes made from seasonal Thai ingredients while Rangsimma Bunyasaranand roars with her playful French-American interpretations of comfort food and drinks at Little Beast.

Graze on street food at Yaowarat

Bangkok's Chinatown, otherwise known as Yaowarat, is an epicentre

of street food cart vendors and eats. Hit this area with an empty stomach in the evening, as that's when the streets come alive with vendors and diners. T&K Seafood, Kuay Jab Uan Pochana (rice noodle rolls with pork) and Nai Mong Hoy Tod (oyster omelette) are some of the all-time favourites in this lively district.

Discover Thai alchemy in a glass

Think *laab moo* (spicy minced pork salad), *miang kham* (betel leaf-wrapped snack) or *kaeng tai pla* (fermented fish entrails curry) are reserved for dining plates only? Bangkok's longstanding restaurant-and-bar Eat Me earlier this year brought its newest alcoholic concoctions to a new level by infusing Thai ingredients like roasted chilli, shallots and toasted rice. It's Thai alchemy in a glass, thanks to talented mixologist Buntanes Direkritikul.

Tuck into a meal at House of Sathorn

Come for the century-old colonial house (whose low-rise, yellow-and-green façade stands in stark contrast to the adjacent glass-and-steel W Bangkok),

but stay for the picturesque food that tastes as good as they look. Turkish chef Fatih Tutak takes inspiration from his peripatetic background to deliver visually stunning dishes with stories to tell – for instance, Unami of Anatolia pairs feta dashi with tomato in a novel broth form. Listed in Asia's 50 Best Restaurants 2016, signature restaurant Dining Room, a handsome bar and an al fresco courtyard make up the House of Sathorn.
Website: www.thehouseofsathorn.com

Indulge in traditional Thai sweets in modern guises

For those with a sweet tooth, do not miss out Thai classics repackaged in modern interpretations. The newly launched After You Durian, just next door to ever-popular sister café After You at Siam Paragon, features the king of fruits in signature treats like durian sticky rice honey toast and kakigori topped with durian cream and sauce. Otherwise, get a scoop of Thai tea soft-serve ice cream from the country's most iconic tea brand ChaTraMue (available at Terminal 21 and Don Mueang Airport).
Website: www.afteryoudessertcafe.com

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Unique heritage venues in Asia

There are some event venues that can't be replicated, and heritage sites are prime examples, with their unique history and timeless charm. **TTG Show Daily** reporters pick out a few such places across Asia



Candi Prambanan Temple, Central Java, Indonesia

HONG KONG

by Prudence Lui

Hullett House

What makes it special The property is housed within a building dating back to 1881, which at one point served as the Marine Police Headquarters. Today, the hotel in the heart of Hong Kong stands as an example of magnificent colonial architecture, celebrating East-meets-West heritage in its revitalised spaces including a hotel, seven restaurants and bars, and a souvenir store.

How to use it All seven F&B outlets could be used for a range of events. Culinary choices including all-day dining, Chinese cuisine and western fine dining. Each has a different size to suit versatile needs. For instance, The Parlour offers 283m² of space for up to 20 people (cocktail style) while the 35m² Stables Grill offers 24 seats (banquet style). Event planners may also opt for the 200m² The Garden and the 315m² 50 Pigeons Courtyard for larger events with over 200 people.
Website: www.hulletthouse.com
Email: info@hulletthouse.com

YHA Mei Ho House Youth Hostel, Kowloon

What makes it special Revitalised from Mei Ho House, the only surviving Mark I H-shaped resettlement block built in 1954, the hostel provides 129 rooms renovated from the original units, a retro-styled café and heritage museum to introduce the district's unique culture.

How to use it The hostel features various facilities for public rental as well as a function room suitable for conferences, meetings or events for 60 people. All prices include air condition-

ing, projector and screen and basic audio equipment.

The Back Courtyard and the Hideaway seating area could also be booked for outdoor events, with capacity for 40 to 80 people and 20 people respectively.

Food catering from the retro-styled café House 41 can be arranged upon additional charge.

The Heritage of Mei Ho House museum showcases housing development in the 1950s and 1970s. Local groups may apply for private tours.

Website: www.yha.orh.hk/mhh
Email: mhh.res@yha.org.hk

INDONESIA

by Mimi Hudoyo

Candi Prambanan Temple, Central Java

What makes it special A ninth-century Hindu temple compound, this UNESCO World Heritage Site is the largest in Indonesia and one of the biggest in South-east Asia. The temple has been a major tourist attraction since the 1960s, not only for its majestic architecture but also the Ramayana Epic dance drama, performed during full moons at the open-air stage with the temple as its backdrop. The performance now takes place three times a week.

How to use it There are three open spaces on the temple grounds that are available for hire. They are good for events like dinner parties for 300 to 1,000 people. On performance days, groups can start with cocktail or early dinner before moving to the amphitheatre for the dance drama, which runs from 19.30 till 21.30.

Website: www.borobudurpark.com
Email: Emilia@borobudurpark.co.id

MACAU

by Prudence Lui

Albergue 1601

What makes it special Opened six years ago, the restaurant is located in the Macau Holy House of Mercy, a privately-owned complex with three blocks built respectively in the first, second, and fourth decade of the past century. Showcasing traditional Macau architecture, the complex is today considered a cultural icon in the territory.

How to use it The two-storey outlet features four different zones, each with capacity for 12 people. The exterior dining area can take 30 people, but there's also patio adjacent to the restaurant can be rented from the private owner.

Albergue 1601 offers one-stop service to facilitate the booking, from venue application, entertainment and onsite catering for 200-300 people. It normally takes around a month to get approval, but this depends on whether there are any other events like art exhibitions going on.

Website: www.scmm.mo/frontend/content/index.php?id=16&hl=en
www.facebook.com/ALBERGUE1601/

Clube Militar De Macau

What makes it special Located in downtown Macau, this 19th century patrimonial heritage building was originally a private club for military officers. Clube Militar De Macau now houses a restaurant serving authentic Portuguese food and wines, bars and a ballroom. Its restaurant has been open to the public since the 1990s, and is highly rated on TripAdvisor.

How to use it Clube Militar can host special functions at four different venues, namely the Stanley Ho Room, Bridge Room and two bars. Other suitable events include receptions and cocktail parties for up to 160 people, or lunch/gala dinners with fine Portuguese food and wines for groups of 12 to 120 guests.

Website under renovation
Email: cmm@macau.ctm.net
Tel: (853) 2871 4009



Albergue 1601, Macau

MALAYSIA

by S Puvaneswary and Karen Yue

Fort Cornwallis, Penang

What makes it special With a rich history spanning more than two centuries, the building was in the 18th century commissioned by Sir Captain Francis Light from the British East India Company to defend Penang from Kedah pirates and military forces. Today, Fort Cornwallis is the largest standing fort in Malaysia.

How to use it The site is great for heritage/colonial themed dinners and cocktail events. Located near the sea, Fort Cornwallis offers a beautiful event backdrop complete with gentle sea breeze. A short walk away, there is an outdoor stage, also available for booking. To leave a lasting impression on guests, organisers can also mount the company's name and logo on a boat. Fort Cornwallis can hold 139 tables in banquet seating.

Website: www.pceb.my
Email: info@pceb.my

Level 2@Wisma Yeap Chor Ee, Penang

What makes it special Standing majestically at the intersection of China Street Ghaut and Weld Quay, Wisma Yeap Chor Ee is a magnificent example of Penang's colonial architecture. The pristine white colonial giant was built in 1922, playing an integral part in Penang's past as a thriving port-city. The building used to house mercantile offices that traded at the harbour.

How to use it Sandwiched between the Penang Science Cluster on Level 1 and the Penang Accelerator for Creative, Analytics and Technology on Level 3, the second floor of Wisma Yeap Chor Ee boasts a collection of events spaces totalling 929m². This makes the venue one of the largest heritage colonial spaces in Penang dedicated to business events. It features two large events rooms, each with capacity for 300 people in theatre seating, and an open-layout room that can accommodate 30 tables in banquet.

Website: www.pceb.my
Email: info@pceb.my

THE THREE ELEMENTS TO A SUCCESSFUL EVENT AT CENTARA

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THAILAND

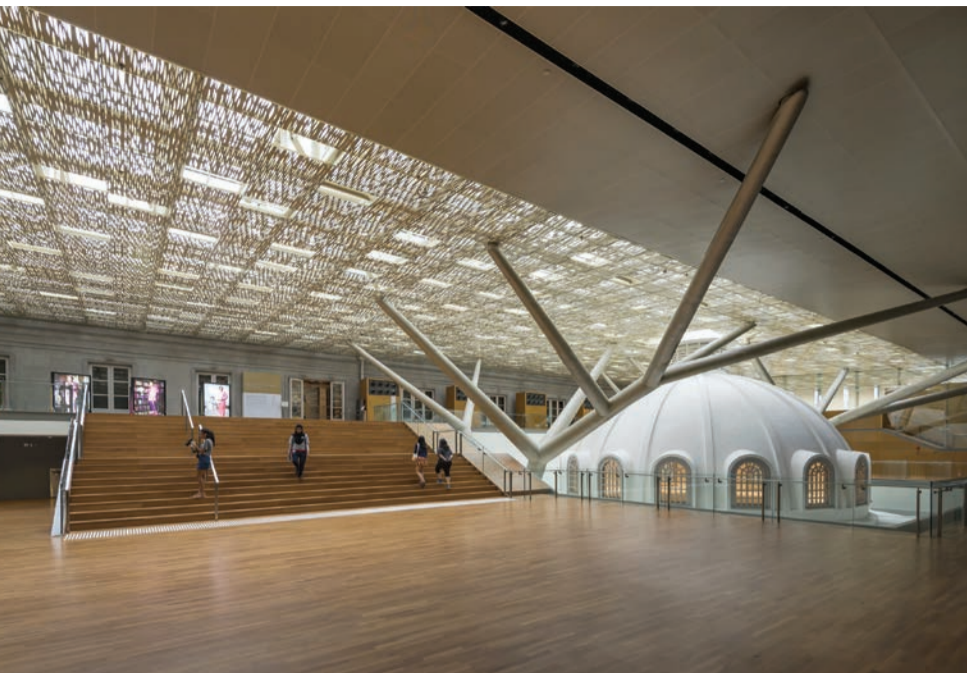
MALDIVES

OMAN

QATAR

SRI LANKA

VIETNAM



From left: National Gallery Singapore; Samcheonggak, Seoul

Majestic Theatre, Penang

What makes it special Built in 1929 by philanthropist Khoo Sian Ewe, the Majestic Theatre was the first cinema in Penang to screen Chinese talkies, or motion pictures with synchronised sounds. As modern entertainment took over, the Majestic Theatre lost its shine and was abandoned in 1980 until Singapore-based Ministry of Design restored it and gave it a new lease on life as a multipurpose events space. The black-and-white exterior is conserved while the interior bears tribute to the building's cinematic heritage.

How to use it The Majestic Theatre is now a versatile space perfect for events such as meetings, seminars and networking parties. The main space on the ground floor has a stage area and can accommodate 400 people in a banquet setting or 600 people in theatre-style seminar. Upstairs, The Circle is ideal for pre-dinner cocktail events for 100 standing guests. The venue comes with a VIP box and holding room, a green room, a backstage area, among other spaces.

Website: www.lokethykee.com
Email: tay@lokethykee.com

JAPAN

by Julian Ryall

Ishikawa Prefectural Noh Theatre, Kanazawa City

What makes it special The Ishikawa Prefectural Noh Theatre in Kanazawa, regarded as the place where “Noh chants fall from heaven”, is used every month for performances of this uniquely Japanese form of drama. Performances involving gods, ghosts and superstitions handed down through centuries take place on the traditional stage – simple, elegant and traditional.

How to use it The bare-wood Noh stage can be covered in carpet and has previously been used for forums involving a number of speakers. The stage – with decorated wood panelling and a pillar beneath a traditional up-curving roof – injects a certain majesty to speeches and presentations. There is fixed seating for 400 people in the theatre.

Website: www.hot-ishikawa.jp/kanko/english/20053.html
Email: noh@pref.ishikawa.lg.jp

Daigoji Temple, Kyoto

What makes it special Dating back to 874, Daigoji Temple is today a UNESCO World Heritage Site that offers visitors the chance to experience the spirit and beauty of ancient Kyoto. The vast, mountain-top temple complex incorporates breathtaking architecture, traditional gardens and Buddhist art. The temple houses up to 69,420 items that have been designated Japanese National Treasures and a further 6,521 Important Cultural Properties.

How to use it The Daigoji museum hall and the Reihokan can accommodate around 1,000 people for standing receptions. Daigoji also has ample space to host dinners of up to 750 people, although as this is a place of prayer, some restrictions on usage apply.

Event attendees using the facility can also stroll through the manicured gardens, admire the ponds and visit a five-storey pagoda constructed in 951.

Cherry-blossom season, in April, would be a particularly impressive time to stage an event in the sprawling grounds of the temple, although the autumn foliage of russet, red and gold is also impressive.

Website: www.daigoji.or.jp/index_e.html
Email: kyoto@hellokcb.or.jp

SINGAPORE

by Paige Lee Pei Qi

Capitol Theatre

What makes it special This historic icon in North Bridge Road was first built as a theatre in the 1930s and reopened in 2015 as part of a major heritage redevelopment project. The Capitol Theatre is now hailed for marrying luxury and old-world glamour, while also integrating state-of-the-art facilities.

How to use it The 900-seat Capitol Theatre boasts an advanced rotational floor system for different configurations suitable for various event types. The foyer, with its dome-shaped ceiling and sculptures of winged horses, also provides a perfect space for pre-event cocktails. Event planners will appreciate that spaces are equipped with modern lighting, staging and soundproofing systems.

Website: www.capitolsingapore.com
Email: enquiry@capitolsingapore.com

National Gallery Singapore

What makes it special The National Gallery Singapore is a new visual arts institution housed in two beautifully restored national monuments – the former Supreme Court and City Hall – and offers unique event spaces which blend history with modernity.

How to use it The auditorium, which seats 208 delegates, is its largest space and comes with a state-of-the-art audio-visual system.

Another venue worth highlighting is the Supreme Court Terrace, which serves as an ideal setting for cosier gatherings of up to 130 people. Situated under a skylight roof, the terrace sits around the iconic Rotunda dome of the former Law Library, allowing guests a glimpse into the old Supreme Court.

Various F&B establishments, such as Yàn, Aura and National Kitchen by Violet Oon, sitting within the National Gallery Singapore are also attractive unique venue alternatives. These offer guests a spectacular view of Singapore's skyline.

Website: www.nationalgallery.sg
Email: venues@nationalgallery.sg

SOUTH KOREA

by Karen Yue

Samcheonggak, Seoul

What makes it special While not the most ancient of all heritage venues in South Korea, Samcheonggak – constructed in 1972 – holds a special place in the country's history as it was built to host the North-South Red Cross Conference that year. The venue symbolises the unification of three poles: North and South; Tradition and Modernity; and Korea and the World. Today, Samcheonggak is a public cultural space offering a wide range of cultural education and experience programmes using the four seasons as its backdrop.

How to use it Event planners will appreciate the collection of six *hanok* (traditional Korean houses) and two outdoor areas that can be used for a variety of functions, from banquets and performances to seminars and business meetings.

The largest indoor space is the Ilhwa Hall, which can seat 70 to 150 people. The largest outdoor venue is

the Ilhwa Hall Front Yard, which can accommodate a standing reception for 300 people.

Website: www.samcheonggak.or.kr
Email: philothea21@sejongpac.or.kr

Mugyewon, Seoul

What makes it special Mugyewon is a beautiful wood-and-stone *hanok* built in 1910 and had served as a restaurant from 1953 and as a *yojeong*, an upscale club for society's elite, in the 70s and 80s. It is a place of great historical significance, having hosted many important national events. Today, it serves as a high-quality educational and cultural space and is operated by the Jongno Foundation for Arts & Culture.

The building used to be located in Ikseong-dong, Jongno District, but was moved to Buam-dong in 2014 and part of it was renovated.

How to use it Mugyewon's main building can accommodate standing gatherings of 60 people or 40 seated, while rooms Sarangchae and Haengrangchae – both on the first floor – can take 60 and 50 standing guests respectively. The courtyard and backyard are good for standing receptions of 100 and 200 people respectively.

Website: www.jfac.or.kr
Email: simgoo@jfac.or.kr

TAIWAN

by Prudence Lui

The British Consulate at Takow, Kaohsiung City

What makes it special In 1865, this building became the first official British Consulate in Taiwan, with the British Consular Residence at Takow designed in Baroque style. The panoramic sunset sea view makes it one of Taiwan's popular scenic attractions.

How to use it The British Consulate's Rose House can be booked for afternoon tea parties or gala dinners. Indoor spaces Afternoon Tea Lounge and Sea View Veranda can accommodate about 48 people; while the Consular garden can accommodate up to 400 people. Guided tours are also available.

Website: britishconsulate.khcc.gov.tw/eng
Email: ervice.khcc.gov.tw



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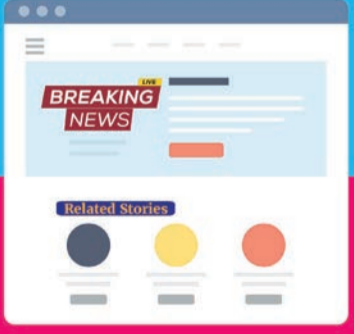


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Beyond the bricks and mortar

Some of Australia's convention centres have completed their constructions and expansions, with more in the thick of refurbishments. **Rebecca Elliott** reports on how revitalisation has helped and what the future holds



iansempool/shutterstock

International Convention Centre Sydney (pictured) opened in December 2016

It's been just over nine months since the highly anticipated opening of the A\$1.5 billion (US\$1.19 billion) International Convention Centre Sydney (ICC Sydney).

"Targets have both been met and exceeded in what has been overwhelmingly positive for the first official period of operation," said chief executive Geoff Donaghy. "ICC Sydney has delivered 350 events and welcomed over 750,000 visitors through its doors."

Following a three-year hiatus while under construction, the venue now has a number of high profile events under its belt including the Amway China Leadership Seminar, Australian Tourism Exchange and TEDxSydney, all held in 1H2017.

CEO of Business Events Sydney, Lyn Lewis-Smith, concedes that while the past three years have been challenging, "the future for business events in Sydney is strong".

As of now, the organisation has secured over 155 events that will see over 156,000 delegates visit Sydney and New South Wales over the next seven years, which is anticipated to contribute an estimated A\$533 million to the economy.

From an incentives perspective, Lewis-Smith reported an increase in business from India, with the number of trips doubling in the past 24 months.

"We are seeing significant growth from the Indian market in terms of both number of events and number of event participants. So far, we have welcomed 10 events, three with over 1,000 delegates," said Lewis-Smith, attributing the increase to Sydney's appeal and improved air access.

Down south in Melbourne, Japan is emerging as a growth market for incentives according to CEO of the Melbourne Convention Bureau (MCB), Karen Bolinger. Bolinger said that Victoria has seen a 20 per cent increase, year ending March 2017, in visitation from Japan.

"The increased air capacity between Japan and Melbourne is driving a boom in visitation. We are seeing it expand into the business events sector, providing more business opportunities for the state."

The 2016/17 financial year saw MCB secure 194 international and national business events for Victoria, with a forecasted economic impact of more than A\$321 million, and is expected to bring

over 66,800 delegates to the state over the coming years.

Most recently, the bureau announced it had secured the Lions Clubs International Convention 2024 (LCIC24), forecast to be largest conference ever won for Victoria, with 13,000 delegates expected to attend the event at the Melbourne Convention and Exhibition Centre (MCEC). MCEC's expansion is well underway and due for completion in mid-2018.

"MCEC will essentially act as one big clubhouse, with LCIC24 taking over our entire 70,000m² of event space," said Peter King, chief executive of MCEC.

"Despite increased competition both nationally and internationally, and an operating construction site, the venue has maintained a full events calendar and business as usual approach to achieve a high customer satisfaction rating of 85 per cent and a A\$3.1 million increase in revenue," added King.

Over in South Australia, The Adelaide Convention Centre (ACC) also recently completed its A\$397 million, two-stage redevelopment, which boosted its space by 20,000m² over three buildings.

"New facilities are creating their own interest and momentum. We're now forecasting not only increased levels of events, but also increased size of events due to our new capabilities," said ACC's chief executive Alec Gilbert. "Looking ahead, we have 30 events on the books with 1,000 delegates or more."

Meanwhile, the Cairns Convention Centre in Queensland is set to undergo a A\$176 million overhaul, and is expected to deliver an additional 3,000m² of exhibition space, a plenary hall and meeting rooms.

Its general manager Ross Steele said: "The centre's expansion allows it to grow in line with the aspirations of the city. The project will act as a catalyst for further investment in the region and will also support the new hotels, aquarium, and other business events infrastructure already under development."

Talking numbers

A\$393 million

The tracked expenditure, equivalent to US\$314 million, from Chinese business events in Australia in the year ending March 2017, according to the International Visitor Survey

60,000

The number of people who can be accommodated in the public event space, part of the A\$3 billion (US\$2.4 billion) Queens Wharf Brisbane project which is scheduled to open in 2022

3,000

The number of incentive delegates from Perfect China who descended on Adelaide at the end of June this year

Viewpoints

Which geographical markets will shine for your company in 2018?

We're continuing to focus on China, with major incentive business from this market booked for next year.

In May 2018, Infinitus China will bring 8,000 delegates over three weeks in six waves – the largest business event we've ever hosted on the Gold Coast. Momentum is building with this market and we're very confident in our offering to host successful events for major incentives out of this region. We're also experiencing increased interest out of South Korea and expect growth in this market in 2018.

Anna Case, director, Gold Coast Business Events



On the shelves

ICC Ferry

Delegates can tick an item off their bucket list while on the way to a conference thanks to Captain Cook Cruises' new Sydney Harbour ferry service. The service links the International Convention Centre to the city's central ferry hub, Circular Quay, and the inner city suburb of Barangaroo.

Operating daily from early morning into the evening every 30 minutes, two-, three- and five-day delegate eTravelPasses are available via a smartphone app, with prices ranging from A\$25 (US\$20) to A\$85.

China Southern Airlines China-Cairns service

Cairns will receive its first direct connection from China when China Southern Airlines begins its thrice-weekly flights from Guangzhou on an Airbus A330-200 aircraft this December.

Established under the Queensland Government's A\$33.5 million (US\$25.7 million) Advance Queensland: Connecting with Asia initiative, this will be the first direct year-round service from mainland China to Cairns. It will deliver a total of 33,852 seats.

The Star Sydney

Three new Studios – 70s Glam, Cyberpunk and Dark Romance – have been unveiled at The Star Sydney in a bid to offer guests an experiential hotel stay.

Part penthouse, part suite, the 70s Glam and Cyberpunk Studios have been designed for groups of up to 25 guests (but only two can sleep in the room overnight). As its name suggests, 70s Glam features neon lights, a disco ball and karaoke lounge, while Cyberpunk is a high-tech headquarter with the latest in gaming and virtual reality, complete with a dedicated Tech Butler.

MACq 01

Situated on the working docks of Hobart's Old Wharf is Tasmania's latest opening, a storytelling hotel.

The property offers 114 rooms and suites, each inspired by a Tasmanian character whose story is conveyed through the design – think unique illustration on every door and artefacts relating to that character inside.

Facilities on-site include a gym on the third floor, a lounge complete with a fireplace, The Story Bar and the Old Wharf Restaurant.



From above: MACq 01's lounge; ICC Ferry

Mantra Hotel at Sydney Airport

Sydney Airport has gained a third onsite hotel following the opening of Mantra Hotel at Sydney Airport in July.

The new build, eight-storey property features 136 rooms – many with runway views – a 24-hour reception, and restaurant. The hotel is located less than a kilometre from the two domestic terminals and 600 metres to the Airport Link Train Service for travel to the international terminal.





Make Your Mark On Our Anniversary Photo Wall

25 to 28 September 2017
Opposite the IT&CMA and CTW Asia-Pacific Registration Counters

PEN YOUR PROFESSIONAL AND PERSONAL MILESTONES

On 2 futuristic light up displays that will recollect the history and evolution of IT&CMA and CTW Asia-Pacific since their respective birth 25 and 20 years ago. This is your time to let the words flow and share your stories with other influencers and decision-makers from MICE, Associations, and Corporate Travel industries.

Visit Every Booth For These Anniversary Treats

26 to 28 September 2017 | IT&CMA and CTW Asia-Pacific Exhibition Hall

CONNECT WITH THAILAND THROUGH THESE SENSORY EXPERIENCES

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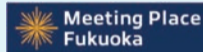
THAILAND, B1

CULTURAL GIFTS MADE SPECIALLY WITH TRADITIONAL TEXTILES

While at the booth, learn more about this leading Japan MICE destination with strength in Innovation, Creative, Food and Medical industries.

MEET

Fukuoka Convention & Visitors Bureau, Japan
Izumi Shimada, Director, Marketing, Sales & Business Development
shimada@welcome-fukuoka.or.jp | nakagami@welcome-fukuoka.or.jp



FUKUOKA, Japan, B4

EXPERIENCE UNIQUE GYEONGGI CULTURAL ACTIVITIES

Also discover incentive tour programmes of Suwon City and the brand new Suwon Convention Center to open in 2019!

MEET

Suwon City, South Korea
Jinny Hyojin Lee, Senior Program Officer
hjlee@gto.or.kr



SUWON CITY, South Korea, B6

SAVOUR THE WARMTH OF INDONESIA THROUGH COFFEE

Delicious bean varieties from Aceh, Java, Toraja, Sumatra, and Luwak! Wake up your senses, bring home a traditional souvenir too, and explore 7 Wonderful Indonesia destinations – Bali, Bandung, Jakarta, Makassar, Medan, Surabaya and Yogyakarta – for your next MICE event.

MEET

Ministry of Tourism, Republic of Indonesia
Dusep Mulya, Deputy Director of Promotion for South East Asia
pameran.asteng@gmail.com



INDONESIA, B9

CHIANG MAI & LANNA, Thailand, A3

UNCOVER NORTHERN THAILAND'S TRADITIONAL HOSPITALITY

- Cultural performances of Lanna region
- DIY handicrafts you can take home

MEET

Chiang Mai and Lanna, Thailand
Pairach Piboonrungraj/ Thiranun Khamhom, Directors
me@pairach.com/ thiranun@gmail.com



TAKE A TOTALLY INSTAGRAMABLE SELFIE WITH THE WORLD'S HAPPIEST ANIMAL

Grab the perfect selfie with the Quokka (plushie), native to the beautiful Rottnest Island, and famous for posing with their happy, friendly faces.

MEET

Perth Convention Bureau, Australia
Tracey Cinavas-Prosser, Executive Director Stakeholder Relations
tcinavas-prosser@pcb.com.au



PERTH, Western Australia, C6

SAPPORO, Japan, B5

BE THE LUCKY WINNER AT SAPPORO'S GRAND DRAW

Enjoy a delightful glimpse of picturesque Sapporo and take part in a game of chance on 27 Sep, between 1530 – 1600.

MEET

Sapporo Convention Bureau, Japan
Ayako Kurosawa, Incentive Coordinator
kurosawa-a@plaza-sapporo.or.jp



PHILIPPINES, A2

IT'S DEFINITELY MORE FUN IN THE PHILIPPINES

Feel like you're already on your way to the country's 7,641 alluring islands with the latest immersive augmented-reality, motion-tracked experience at the Chromaless photo booth and try out the "Wall Alive" interactive green wall.

MEET

Tourism Promotions Board, Philippines
Raquel A. Tria, Officer-in-Charge, Events Marketing and Services Division, MICE Department
raquel_tria@tpb.gov.ph



TAIWAN, C2

ALL DAY BLESSINGS FROM TAIPEI¹, GLOVE PUPPETRY², HIGH FIVE TAIWAN³ & MORE

- Taiwan Happy Hour⁴: Xiao Long Bao 27 Sep | 1200 – 1300
- By Ding Tai Fung & Pearl Milk Tea By CoCo
- DIY Fan Drawing and Table Mat⁴ 27 & 28 Sep | 1000 – 1200, 1300 – 1700 (Till 1500 On 28 Sep)

MEET

Taiwan Convention & Exhibition Association, Taiwan
Paul Wang, Secretary-General
paulwang@taiwanconvention.org.tw



MACAO, A1

HAVE YOUR 2018 FORTUNES READ, A GREAT TIME PREDICTED

During the networking cocktail session for buyers on 27 Sep, 1500 – 1630. These additional treats are also available anytime during the exhibition:

- Grab an instant souvenir at the interactive photo booth
- Bring home iconic Macanese gifts

MEET

Macao Trade and Investment Promotion Institute (IPIM), Macao
Irene Va Kuan Lau, Executive Director
irenelau@ipim.gov.mo



OTHER CVBS AND NTOS AT IT&CMA YOU DON'T WANT TO MISS

Dubai Business Events, C4 | India Tourism, C3 | Korea Tourism Organisation, B8 | Malaysia Convention & Exhibition Bureau, C1 | Osaka Convention and Tourism Bureau, B3 | Pattaya MICE City, B10



Event Highlights

Correct as at 15 September 2017

Legend

- IT&CMA / CTW Asia-Pacific Exhibitor
- IT&CMA Buyer (Association)
- IT&CMA Buyer (MICE and Luxury Travel)
- Media
- CTW Asia-Pacific Corporate Travel Manager
- CTW Asia-Pacific Conference Delegate
- Speaker
- Trade Visitor

25 Sept

1130 – 2000hrs | Nikanti Golf Club
IT&CMA and CTW Asia-Pacific 2017 Friendly Golf Game
 Registered Delegates

1230 - 1730hrs
Pre-Show City Tours ● ● ● ● ●

26 Sept

ASEAN MICE Forum Lotus Suite 7, Level 22 ● ● ● ● ● ● ●

0900 – 1000hrs
NTOs and CVBs – Collaborator or Competitor? (Part 1)

1000 - 1030hrs | Outside Lotus Suite 7
Networking Coffee Break

1030 – 1130hrs
NTOs and CVBs – Collaborator or Competitor? Case Studies (Part 2)

See page 16 for synopsis & speaker details

0900 – 1730hrs | Lotus Suites 1 & 2, Level 22
IMEX - MPI - MCI - IT&CMA Future Leaders Forum
 Invited Delegates

1400 – 1500hrs | Lotus Suite 12, Level 22
Official Press Conference ●

- TTG Asia Media
- Thailand Convention and Exhibition Bureau
- Thai Airways International Public Company Limited



1500 – 1530hrs | World Ballroom A&B, Level 23
Briefing for Exhibitors, Buyers and Corporate Travel Managers ● ● ● ● ●

1530 - 1600hrs | Lotus Suite 11, Level 22
Meet-Your-Peers Session ●

1530 – 1600hrs | Pre-Function Area Outside World Ballroom, Level 23
Networking Coffee Break ● ● ● ● ● ● ●

1600 – 1610hrs | World Ballroom A&B, Level 23
Opening & Welcome Remarks ● ● ● ● ● ● ● ● ● ● ●

Darren Ng, Managing Director of TTG Asia Media

1610 – 1710hrs | World Ballroom A&B, Level 23
Keynote Address ● ● ● ● ● ● ● ● ● ● ●

The Next Wave of Growth for the Asia-Pacific MICE Industry

See page 16 for synopsis & speaker details

1830 - 2130hrs | Dusit Thani Bangkok
Opening Ceremony & Welcome Reception – Still On My Mind ● ● ● ● ● ● ● ● ● ● ●

Hosted by Thailand Convention & Exhibition Bureau

Unforgettable moments captured, told in a thousand stories, and cherished by the Thai MICE industry, led by TCEB. Let us welcome you to a party of your memorable moments in Thailand where your memories will literally fill-up the night. No matter how old, post pictures of your business events or trip in Thailand on Facebook, Twitter, or Instagram with **#ThailandStillOnMyMind** and you will be eligible to win special gifts.



27 Sept

0900 - 1800hrs | Exhibition Hall, Level 22
Exhibition ● ● ● ● ● ● ● ● ● ● ●

IT&CMA Business Appointments ● ● ●

0900 - 1230hrs | Lotus Suites 1 & 2, Level 22
IMEX - MPI - MCI - IT&CMA Future Leaders Forum
 Invited Delegates



Media Briefings ●

0930 - 1030hrs | Lotus Suite 11, Level 22
Thailand Convention & Exhibition Bureau 

1030 - 1100hrs | Lotus Suite 12, Level 22
Penang Convention & Exhibition Bureau 

1130 - 1200hrs | Lotus Suite 12, Level 22
Tourism Promotions Board Philippines 

1400 - 1430hrs | Lotus Suite 12, Level 22
Bay Hotels & Resorts 

1500 - 1530hrs | Lotus Suite 12, Level 22
Taiwan 

1545 - 1615hrs | Lotus Suite 12, Level 22
Thai Airways International 

1630 - 1700hrs | Lotus Suite 12, Level 22
Macao Trade and Investment Promotion Institute 

1230 – 1345hrs
Hosted Luncheons ● ● ● ● ●

By Invitation Only


Dubai Business Events
 Lotus Suite 3, Level 22


Chiang Mai and Lanna
 Lotus Suite 7, Level 22


Perth, Western Australia
 Lotus Suite 4, Level 22


Dream Cruises & Star Cruises
 Lotus Suite 13, Level 22


Seoul Tourism Organization
 World Ballroom A, Level 23

1500 - 1630hrs | Booth A1, Exhibition Hall, Level 22
Networking Cocktail by Macao Trade and Investment Promotion Institute ● ● ● ● ● ● ● ● ● ● ●

Invited Delegates



Forums ● ● ● ● ● ● ● ● ● ● ●

Association Day 1

Lotus Suite 5, Level 22

0930 - 1030hrs | **Navigating the Changing Landscape for Association Meetings and Events**
 Hosted by IAPCO

1100 - 1200hrs | **Fostering Greater Regional Association Collaboration**

See page 16 for synopsis & speaker details

Destination Presentations ●●●●●

Presentation Area, Exhibition Hall, Level 22

1415 - 1435hrs | **Taiwan**

1440 - 1500hrs | **Macao Trade and Investment Promotion Institute**

1505 - 1525hrs | **Thailand Convention and Exhibition Bureau**

Business Appointment Sessions ●●

1530 - 1630hrs | Exhibition Hall, Level 22

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

1555 - 1615hrs

Making The Most Out Of Your Participation At Trade Shows

In Collaboration with Gaining Edge

1620 - 1640hrs

Creating A Strong Foundation For A High Performance Bureau

In Collaboration with Gaining Edge

1640 - 1700hrs

Designing Your Incentive Travel Programme

In Collaboration with SITE

See page 17 for synopsis & speaker details

CTW Asia-Pacific

CTW Asia-Pacific Knowledge Hub, Exhibition Hall, Level 22

Conference Sessions ●●●



0900 - 1000hrs

The State of the Market: Asia-Pacific Corporate Travel Outlook

1030 - 1130hrs

The Future For Payment and Expenses

1130 - 1230hrs

Mitigating Risks from the Sharing Economy

1350 - 1450hrs

Redefining Business Travel Through Disruptive Technologies

Tech Showcase ●●● **NEW**

1530 - 1630hrs

Tech Trends Defining Business Travel

Presented by FCM Travel Solutions



See page 17 for synopsis & speaker details

1000 - 1030hrs, 1450 - 1520hrs | CTW Asia-Pacific Pavilion, Exhibition Hall, Level 22

Coffee Break ●●●

1230 - 1345hrs | World Ballroom C, Level 23

Hosted Luncheon by Bangkok Marriott Marquis Queen's Park ●

For CTW Asia-Pacific Corporate Travel Managers



1530 - 1730hrs | CTW Asia-Pacific Pavilion, Exhibition Hall, Level 22

Business Appointments ●●

28 Sep

0900 - 1700hrs | Exhibition Hall, Level 22

Exhibition ●●●●●

IT&CMA Business Appointments ●●

Media Briefings ● Lotus Suite 12, Level 22

0930 - 1000hrs | **Perth, Western Australia**



1015 - 1045hrs | **FCM Travel Solutions**



1145 - 1215hrs | **Dream Cruises & Star Cruises**



IT&CMA and CTW Asia-Pacific Media Feedback Session

1400 - 1500hrs | Lotus Suite 12, Level 22 ●



1230 - 1345hrs | Networking Lunch Area, Exhibition Hall, Level 22

16th Sticky Awards Lunch & Travel Marketing Excellence 2017 ●●●●●

NEW FORMAT

The annual Sticky Awards applauds the ingenuity and innovative efforts of IT&CMA and CTW Asia-Pacific delegates who have delighted their peers with unforgettable exciting exhibits, booths, functions, promotions, individual personalities and green efforts at the year's event. Find out who will be our newest 2017 winners!



Forums ●●●●●

Lotus Suite 5, Level 22

Association Day 2

0930 - 1030hrs | **Leveraging Digital Technologies in your Audience Engagement**

Hosted by IAPCO

1100 - 1200hrs | **The Way To Winning An Association's Heart**

See page 16 for synopsis & speaker details

Destination Presentations ●●●●●

Presentation Area, Exhibition Hall, Level 22

1415 - 1435hrs | **India Tourism**

1440 - 1500hrs | **Perth, Western Australia**

Business Appointment Sessions ●●

1530 - 1630hrs | Exhibition Hall, Level 22

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

1505 - 1525hrs

Making The Business Case For Incentive Travel (Part 1)

In Collaboration with SITE

1530 - 1550hrs

Making The Business Case For Incentive Travel (Part 2)

In Collaboration with SITE

1550 - 1610hrs

Nurturing and Growing Your Future Local Hosts

In Collaboration with Gaining Edge

See page 17 for synopsis & speaker details

CTW Asia-Pacific

0900 - 1100hrs | Exhibition Hall, Level 22

CTW Asia-Pacific Business Appointments ●●

1100 - 1130hrs, 1500 - 1530hrs | CTW Asia-Pacific Pavilion, Exhibition Hall, Level 22

Coffee Break ●●●



Conference Sessions ●●●

CTW Asia-Pacific Knowledge Hub, Exhibition Hall, Level 22

1130 - 1230hrs | **Smart and Flexible Travel Management Policies**

1400 - 1500hrs | **The Growth of Bleisure - Should Travel Managers Be Concerned?**

1530 - 1630hrs | **Negotiating Your Preferred Supplier Policy**

1630 - 1730hrs | **Impact of Millennials on Business Travels**

See page 18 for synopsis & speaker details

29 Sep
7 Oct

Post-Show City Tours ●●●●●

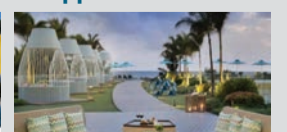
Chiang Mai



Trang



Philippines





Education Highlights

KEYNOTE ADDRESS | 26 SEPTEMBER | 1610 - 1710hrs | World Ballroom A&B, Level 23

The Next Wave of Growth for the Asia-Pacific MICE Industry

The Asia-Pacific MICE industry has undergone tremendous transformation over the past decades and is the fastest developing, overtaking North America to become the second largest market worldwide. As we mark 25 successful years, join our panel of veteran industry experts as we look back at the success factors and predict what will drive the next wave of growth for the region.

Moderator: James Latham, **The Iceberg on behalf of the Joint Meetings Industry Council (JMIC)**

Panellists: Chiruit Isarangkun Na Ayuthaya, President, **Thailand Convention and Exhibition Bureau** | Jason Yeh, President, **ICCA Asia Pacific and Taiwan Convention and Exhibition Association (Association President and Destination Marketing)** | Koichi Gono, Chief Executive, **Economy, Tourism & Culture Bureau of Fukuoka City Government**

ASEAN MICE FORUM | 26 SEPTEMBER | Lotus Suite 7, Level 22

0900 - 1000hrs | ASEAN MICE Forum 1 | **NTOs and CVBs – Collaborator or Competitor? (Part 1)**

1030 - 1130hrs | ASEAN MICE Forum 2 | **NTOs and CVBs – Collaborator or Competitor? Case Studies (Part 2)**

What is the state of the MICE industry in the region? What are the key differences that distinguished each, are there overlapping roles which may cause friction and how can we overcome them? How can we stimulate greater collaboration between the different practitioners and boost the growth of MICE events in the region? How can we identify common goals and complementary roles to deliver a seamless market approach?

Moderator: Mike Williams, Senior Consultant, **Gaining Edge**

Panellists: Ashwin Gunasekeran, CEO, **Penang Convention & Exhibition Bureau**

ASSOCIATION DAY FORUM | 27 - 28 SEPTEMBER | Lotus Suite 5, Level 22

27 September | 0930 - 1030hrs | Association Day Forum 1 | **Navigating the Changing Landscape for Association Meetings and Events**

(Hosted by IAPCO) As the industry undergoes evolution from organisational restructuring and downsizing, budget cuts and increasing diversified needs, association event planners now face new considerations and priorities in destination selection. How are hoteliers, CVBs and PCOs adjusting to the new demands in meeting space and design requirements and how are they catering to the needs of both younger and older planners who have differing preferences.

Moderator: Oscar Cerezales, Chief Operating Officer, **MCI Group Asia Pacific**

Panellists: Richard Holmes, International Director of Meetings, **International League Against Epilepsy** | Jia Xiao Fang, President, **China International Health and Medical Tourism Association** and Vice President, **Global Health Travel Council** | Allroy Augustine, Head Administration, **Federation of Indian Chambers of Commerce and Industry, India**

27 September | 1100 - 1200hrs | Association Day Forum 2 | **Fostering Greater Regional Association Collaboration**

The increasing economic ties among ASEAN, China and the EU have opened doors of opportunity for greater collaboration, integrated activities and information-sharing by associations worldwide. These stronger partnerships also lead the development of a more vibrant and independent association landscape in the Asia-Pacific region. How can international associations benefit from fostering closer ties with counterparts from the Asia Pacific? What benefits can associations in the region offer to their international partners?

Moderator: Noor Ahmad Hamid, Regional Director, Asia-Pacific, **International Congress and Convention Association (ICCA)**

Panellists: Alicia Yao, Director, **China Social Organization**, International Department | Edathil Vijayan, President, **Society of Biotechnologists India** | Qiao Yu, Deputy-Secretary General, **China Electronic Chamber of Commerce**

28 September | 0930 - 1030hrs | Association Day Forum 3 | **Leveraging Digital Technologies in Your Audience Engagement**

(Hosted by IAPCO) How are associations utilising social media, digital apps and other new forms of technologies like event tech, to build a closer relationship with the audience and create sustainable communities? What are the success stories of those who have used these solutions to develop hybrid, multidisciplinary approaches that offer increased benefits and privileges to their target audience?

Moderator: Oscar Cerezales, Chief Operating Officer, **MCI Group Asia Pacific**

Panellists: Christina Gitsaki, Secretary-General, **International Association of Applied Linguistics, UAE** | Is Gilada, President, **AIDS Society of India** | Prashant Agarwal, Treasurer, **Indian Society of Transfusion Medicine**

28 September | 1100 - 1200hrs | Association Day Forum 4 | **The Way To Winning An Association's Heart**

The session will discuss what a trade association looks for in a destination and a destination CVB, and what a CVB needs to do to win its way into the heart of the association.

Moderator: Karen Yue, Group Editor, **TTG Travel Trade Publishing**

Panellists: Iain Bitran, Executive Director, **The International Society for Professional Innovation Management (ISPIM)** | Koichi Gono, Chief Executive, **Economy, Tourism & Culture Bureau of Fukuoka City Government**



Adriana Nainggolan



Alicia Yao



Ashwin Gunasekeran



Bertrand Sallet



Carlo Bezoari



Chiruit Isarangkun Na Ayuthaya



David Chia



Edathil Vijayan



Frederic Saunier



Hugo Slimbruck

CAMPFIRE KNOWLEDGE SESSIONS | 27 - 28 SEPTEMBER | Presentation Area, Exhibition Hall, Level 22

27 September | 1555 - 1615hrs | Campfire Knowledge Session 1 | **Making the Most Out of Your Participation at Trade Shows (In Collaboration with Gaining Edge)** A trade show is an opportunity to generate new leads from a targeted audience, nurture existing client relationships and introduce your new products and services. Developing business potential from trade shows is a medium to long term strategy. It is not a three to four day effort, but often a year-long effort.

Presenter: Mike Williams, Senior Consultant, **Gaining Edge**

27 September | 1620 - 1640hrs | Campfire Knowledge Session 2 | **Creating A Strong Foundation For A High Performance Bureau**

(In Collaboration with Gaining Edge) Many cities and countries are moving toward establishing convention bureaus because increasingly governments are understanding that hosting conventions is important to economic transformation. What steps can be taken to engage the interest and support of governments and other stakeholders towards the MICE industry?

Presenter: Mike Williams, Senior Consultant, **Gaining Edge**

27 September | 1640 - 1700hrs | Campfire Knowledge Session 3 | **Designing Your Incentive Travel Programme**

(In Collaboration with SITE) Incentive travel works—but only if you're doing it right. You'll learn about the importance of designing your incentive programme to engage every one of your participants. For successful events, the majority of the heavy lifting isn't done while just onsite. It's done ahead of time. Attend this session to make sure your trip gets the most engagement possible.

Presenter: Hugo Slimbrouck, Past President and Director Of Business Development, EMEA region, **Society For Incentive Travel Excellence (SITE)**

28 September | 1505 - 1525hrs | Campfire Knowledge Session 4 | **Making The Business Case For Incentive Travel (Part 1)**
1530 - 1550hrs | Campfire Knowledge Session 5 | **Making The Business Case For Incentive Travel (Part 2)**

(In Collaboration with SITE) In an age where digitalisation in the working is evolving, the benefits of incentive travel seem obvious to incentive travel specialists. But do companies understand the power of incentive travel? This session will equip participants with the "whys" of incentive travel and what power it has to attract, develop and retain staff at all levels. Why incentive travel works as vehicle for loyalty and engagement, and how it can be used as a tool to foster behaviour change.

Presenter: Hugo Slimbrouck, Past President and Director Of Business Development, EMEA region, **Society For Incentive Travel Excellence (SITE)**

28 September | 1550 - 1610hrs | Campfire Knowledge Session 6 | **Nurturing and Growing Your Future Local Hosts**

(In Collaboration with Gaining Edge) What are the best practices and how can bureaus embark on association development programmes that strengthen their host communities – national associations and academic institutions – and make them better resourced to host international conferences.

Presenter: Mike Williams, Senior Consultant, **Gaining Edge**

CTW ASIA-PACIFIC SESSIONS | 27 - 28 SEPTEMBER | CTW Asia-Pacific Knowledge Hub, Exhibition Hall, Level 22

27 September | 0900 - 1000hrs | CTW Asia-Pacific Session 1 | **The State of the Market: Asia-Pacific Corporate Travel Outlook**

Results from our Asia-Pacific Survey – What are the trends most impacting travel management as the year unfolds, and do they influence the priorities of corporate travel managers in 2017 and beyond?

Moderator and Presenter: David Chia, Regional Business Development Director, Solutions Group, Asia Pacific, **Carlson Wagonlit Travel**

Panellists: Kishore Rames, Travel Manager Asia Pacific, **National Oilwell Varco** | Peter Koh, Asia Strategic Sourcing Manager, Travel & Professional Services, **Corning Inc.** | Li Lei, Founder, **Youli Consulting**

27 September | 1030 - 1130hrs | CTW Asia-Pacific Session 2 | **The Future for Payment and Expenses**

The automation of payment and expenses has helped many companies achieve greater savings and process efficiencies. What new tools or innovation are we likely to see in the year ahead? Have the increased use of mobile tools made payments more seamless in transactions and reporting? How can travellers' preferences be aligned with corporate requirements?

Moderator: Stella Chew, Director, Partner Sales, Asia, **Fraedom**

Panellists: Kenji Mirassou, Director of Global Sales, APAC, **Egencia** | Summer Ye, Global Travel Manager, General Procurement, **Lenovo**

27 September | 1130 - 1230hrs | CTW Asia-Pacific Session 3 | **Mitigating Risks from the Sharing Economy**

Many companies still do not have a clear policy around alternative accommodation and transport services for business travel. How are decision makers weighing the risks and advantages of sharing economy services against traditional providers with higher security and reputation standards? Do sharing economy services bring value to your travel programme?

Moderator: Adriana Nainggolan, Travel Program Manager, APAC, **Autodesk**

Panellists: Jani Jermans, Travel Manager, **United Spirits Ltd.** | Li Lei, Founder, **Youli Consulting**

27 September | 1350 - 1450hrs | CTW Asia-Pacific Session 4 | **Redefining Business Travel Through Disruptive Technologies**

With greater mobility, social media, increasing use of big data, new online payment platforms and traveller tracking going digital, how are decision makers leveraging new technologies and redefining the way they plan their business travel? How much has technology reduced their transaction and operational costs? What are the pitfalls or challenges of managing the fast-speed, 'on-the-go' travel needs of the workforce?

Moderator: Manish Raj, Honorary Board Member, **The Infrastructure, Facility, Human Resource & Realty Association (INFHRA)**

Panellists: Carlo Bezoari, Director of Sales, Southeast Asia, **FCM Travel Solutions** | Oscar Cerezales, Chief Operating Officer, **MCI Group Asia Pacific**

27 September | 1530 - 1630hrs | CTW Asia-Pacific Tech Showcase | **Tech Trends Defining Business Travel**

(Presented by FCM Travel Solutions) What will the future of tech travel look like? How can technology bridge the gap between the travel manager and business traveller? The speaker will show how you can create an end-to-end experience using the latest technology tools to maximise cost optimisation, while enabling compliance and duty of care. A demo of the chat bot, Sam, will also be showcased.

Presenter: Bertrand Sallet, General Manager, Asia, **FCM Travel Solutions**



Jani Jermans



Jia Xiao Fang



Karen Yue



Kenji Mirassou



Kishore Rames



Koichi Gono



Li Lei



Manish Raj



Michael Valkevich



Noor Ahamad Hamid



The 25th IT&CMA and 20th CTW Asia-Pacific

28 September | 1130 - 1230hrs | CTW Asia-Pacific Session 5 | **Smart and Flexible Travel Management Policies**

The days of a single travel policy are coming to an end as organisations gain better insight of their traveller segments. What key considerations do companies have for setting corporate travel policies? How can they better assess the different traveller segments? How do they balance control and flexibility while ensuring compliance?

Moderator: Shiva Ponnuchamy, Director and Head B2C Southeast Asia Operations, **VIA.com**

Panellists: Michael Valkevich, Vice President Global Sales and Program Management, Asia Pacific, **Carlson Wagonlit Travel**

28 September | 14:00 - 1500hrs | CTW Asia-Pacific Session 6 | **The Growth of Bleisure - Should Travel Managers Be Concerned?**

As Bleisure becomes more prevalent, travel managers face even greater difficulty in discerning the blurred lines between business and leisure activities. How is this trend impacting issues surrounding duty of care, traveller tracking and insurance? What must be done to prevent negative impact on business travel budgets and result in out-of-policy travel arrangements?

Moderator: Hugo Slimbrouck, Past President and Director of Business Development, EMEA region, **Society For Incentive Travel Excellence (SITE)**

Panellists: Sandra Francis, India Travel Manager, **Amazon Development Center India** | David Chia, Regional Business Development Director, Solutions Group, Asia Pacific, **Carlson Wagonlit Travel**

28 September | 1530 - 1630hrs | CTW Asia-Pacific Session 7 | **Negotiating Your Preferred Supplier Policy**

An essential piece of a well-run travel programme is the negotiated discounts and/or benefits put into place with travel suppliers which can lead to increased business travel savings. What considerations should bear in mind when setting objectives for purchase negotiations, and how do you ensure you get the most out of preferential rates and contractual obligations with chosen suppliers?

Moderator: Pulak Bhaumik, Associate Director – Supply Chain Management & Procurement, **CBRE South Asia Pvt Ltd**

28 September | 1630 - 1730hrs | CTW Asia-Pacific Session 8 | **Impact of Millennials on Business Travels**

By 2020, millennials are expected to account for half of business travel spend globally. How are organisations adjusting their corporate travel programmes to accommodate their younger employees? How different is the approach to Millennial travellers when compared to their more senior travellers? How do you strike a balance between their needs and expectations?

Moderator: Karen Yue, Group Editor, **TTG Travel Trade Publishing**

Panellists: Frederic Saunier, Head of Corporate IT APAC, **Amadeus Asia** | Stella Chew, Director, Partner Sales, Asia, **Freedom** | Leon Verghese, Assistant Vice President, Global Travel Safety Program, **Bank of America Merrill Lynch**



Oscar Cerezales



Peter Koh



Pulak Bhaumik



Richard Holmes



Sandra Francis



Shiva Ponnuchamy



Stella Chew

A Diverse Selection of Networking Engagements at IT&CMA and CTW Asia-Pacific 2017

Feeding off last year's increase in sponsored engagement sessions, new and returning destinations and corporate suppliers have recognised the advantages of leveraging on targeted activities to entice buyers and media in more ways than one. Captive sessions such as destination presentations, collaborative education sessions, hosted luncheons and cocktails, plus pre- and post-show FAM trips and corporate retreats have become anticipated events at this year's IT&CMA and CTW Asia-Pacific.

Exclusive luncheons aimed at different scopes of MICE and corporate travel buyers by **Dubai Business Events**, **Chiang Mai and Lanna**, **Perth**, Western Australia, **Seoul Tourism Organization**, and **Dream Cruises & Star Cruises**. **Macao Trade and Investment Promotion Institute (IPIM)** will also host a mid-afternoon **networking cocktail** at their pavillion for invited buyers.

Thailand will sponsor the pre-show Bangkok tour to **Sampran Riverside** and two post-show tours to **Trang** and **Chiang Mai**. **Philippines** continues with a week-long post-show FAM covering **Manila**, **Cebu**, and **Boracay**.

CTW Asia-Pacific delegates can look forward to Platinum Sponsor **FCM Travel Solutions'** dedicated Tech Showcase as part of the pumped up education line-up this year. Panellists from Silver Sponsor **Carlson Wagonlit Travel** amongst others will impart their expert knowledge at the conference.

Bangkok Marriott Marquis Queen's Park (Silver Sponsor) will host a pre-show 3D2N **work-and-play retreat** for the CTW Advisory Board and select Corporate Travel Managers (CTMs) to refresh before CTW Asia-Pacific. They will also **sponsor a luncheon** for all CTMs during the show.

New Enhanced Industry Component at 16th Sticky Awards to Showcase Travel Marketing Excellence

The annual Sticky Awards rewards the ingenuity and innovative efforts of IT&CMA and CTW Asia-Pacific delegates who have delighted their peers with unforgettable exhibits, booth displays, functions, promotions, personalities, and green efforts at the 2017 edition.



TRAVEL MARKETING EXCELLENCE 2017



This year's Sticky Awards anniversary edition will explore a new format with an inspiring case study presentation to showcase standout marketing initiatives launched by tourism organisations around the world. The case-studies were hand-picked from CVBs and NTOs who submitted their digital marketing campaigns that ran in the past 12 months.

The awards luncheon will also incorporate a live voting element. The following coveted list of awards will also be announced at the 16th Sticky Awards Luncheon.

- **Stickiest Function**
- **Stickiest Marketing & Promotion**
- **Stickiest Buyer**
- **Stickiest Corporate Travel Manager**
- **Stickiest Guru**
- **Stickiest Corporate Booth (Gold, Silver, Bronze)**
- **Stickiest National Pavilion (Gold, Silver, Bronze)**
- **Stickiest Social Sharing**

Information on 'How to Vote' and 'How to Qualify' is included as an insert in your delegate bag.



#itcma17 #ctwapac17

A new dawn for business events

Upcoming convention and event facilities could mark a turning point for Cambodia's business events sector, which is seeing growing interest from regional and domestic markets. **Marissa Carruthers** reports

Cambodia's business events sector is looking set to rebound in 2018 with major developments soon to hit the market.

Pierre-Andre Romano, general manager of EXO Cambodia, said: "MICE business was (slightly) better this year than the last, but still not at the level of 2014-15."

"A positive point is the increase in requests for 4Q and next year; 2018 will be a good year for MICE in Cambodia, (which) is becoming more competitive with many inbound travel agencies (entering the business)."

He attributes the slowdown in traditional Western markets earlier this year to political events of 2016 and 2017, such as elections, Brexit and terrorist attacks. However, signs of recovery have been seen in the last few months.

Europeans have increased their average stay from four to six days, compared with three to four. The longhaul MICE market is dominated by Europe, with France and the UK topping the table. EXO is further reporting an increase in requests from Southern Europe, such as

Talking numbers

2,000 The number of people Sokha Siem Reap Resort and Convention Center's 2,190m² Grand Ballroom can accommodate, making it the largest in the city

36,236 The number of rooms across the country's 647 licensed hotels

1.2 million

The number of visitors to Angkor Wat Archaeological Park in 1H2017



Stone gate of Angkor Thom in Cambodia

from the recovering markets of Italy and Spain.

But it is the regional market that is booming, with Romano seeing bright spots in Vietnam, Hong Kong, China and India. "These tend to (book) more last minute but with big groups."

Next year is expected to be a big one for Cambodia's burgeoning business events sector. A series of international hotel chains are slated to open their doors from this year, with two major event spaces soon to come online.

In October, homegrown brand Sokha Hotel & Resorts will unveil its latest properties in the form of Sokha Siem Reap Resort and Convention Center and Sokha Palace Siem Reap. Touted the city's largest event space, the convention centre comprises a 2,190m² Grand Ballroom, 1,150m² of pre-function space, eight meeting break-out rooms and VIP rooms with private restrooms and storage facilities.

Marketing manager, Bunnich Samrith, said: "In 2017, we are seeing Phnom Penh and Siem Reap MICE markets increase by 10 per cent. We are anticipating double-digit growth in room book-

ings and MICE events after our (official) opening."

And by the end of the year, NagaWorld's expansion in Phnom Penh is slated for completion, doubling hotel capacity and adding a ballroom boasting seating capacity of over 2,000 pax in theatre style.

Improvement to infrastructure, including road upgrades linking the country's major hubs, increased air connectivity (both domestic and international), efforts being ploughed into human resources, as well as new products, have helped plant Cambodia on the regional MICE map.

"Additional air connections offer greater access from many international destinations," said Charles-Henri Chevet, general manager at Sofitel Phnom Penh Phokeethra, observing continued growth in business events business especially at the brand's Siem Reap location.

In July, Emirates launched daily flights from the capital to Dubai, which is expected to boost longhaul appetite. Other connections include AirAsia's flight connecting Kuala Lumpur and Sihanoukville, which is being pitched as

connecting NagaWorld to the new property and offers duty-free shopping.

Lumiere Hotel

Having opened in the capital in March, Lumiere Hotel is geared towards the increasing number of business travellers to Phnom Penh. The 88-room property offers a variety of business facilities, event space and meeting rooms, a gym and the city's first rooftop Jacuzzi. F&B options include the Bean Scene Café, which serves coffee, pastries and desserts. The rooftop Illuma Tapas & Lounge offers tapas and cocktails, with an indoor and outdoor area overlooking the city.

Rosewood Phnom Penh

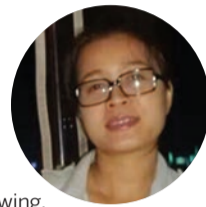
Slated to open towards the end of 2017, Rosewood Phnom Penh sits in the growing Central Business District, taking up the top 14 floors of the capital's tallest building, the 39-storey Vattanac Capital Tower. The hotel has 175 rooms and suites, five bistros and restaurants, a sky bar with stunning views, and a spa, gym and swimming pool. Rosewood Hotels and Resorts hopes to extend its Cambodian offerings to Siem Reap in 2019.

Viewpoints

Which geographical markets will shine for your company in 2018 and why?

The domestic market is expanding as the economy grows and more international companies open in Cambodia. Interest from Vietnam and Singapore seem to be growing. We expect ASEAN interest to continue growing with easier access, more high-end products and more told about Cambodia as a business events destination.

Seng Volak, founder of Palm Travel



Asia-Pacific and Nordic countries will shine in 2018. As a new rising star of the region, Cambodia appeals to the international market. Everyone wants to come and see Angkor Wat once in their lifetime, but we also have beautiful beaches and other attractions, which will influence more business visitors who want to extend their stay.

Sinan Thourn, CEO of B2B Cambodia



the country's next major MICE hub, and All Nippon Airways' Phnom Penh-Tokyo services.

"Cambodia is a great playground for MICE," said Romano. "It (offers) a nice mix of culture and nature, authenticity and good infrastructure... and reasonable prices. DMCs, agents and clients can be creative, and there is always a way to make it happen."

However, further efforts to clean up the capital, more options for activities and entertainment and improved exposure through more effective promotion is necessary to help the destination truly shine, added Chevet.

Uy Kuyteav

Cambodian master chef Luu Meng has expanded his Uy Kuyteav restaurants to the upmarket BKK1 area of the capital. Located in a stunning colonial villa, the stylish eatery boasts indoor eating areas, as well as sheltered gardens. The venue can cater for up to 200 guests, serving breakfast, lunch and dinner, as well as refreshments throughout the day.

NagaWorld 2

Slated to open in 4Q2017, the NagaWorld expansion project in Phnom Penh will see the hotel and casino resort's capacity double, alongside the addition of new facilities. These include F&B outlets, an international food court, luxury spa and meeting and event facilities. The capital's first underground shopping mall, NagaCity Walk, was recently unveiled as an underground retail walkway



From left: Nagaworld Cambodia; The Lounge, Kep



New TCEB President aims to make MICE a key sustainable regional development tool



While enjoying rising number of international meeting and exhibition organized in Thailand, the TCEB's new approach is to increase the role of MICE to promote Thailand and the region's sustainable development.

The initiative requires TCEB to develop MICE industry in a way that not only fulfills the needs of international business travelers but to distribute growth to provincial areas and neighbor countries.

Mr. Chiruit Isarangkun Na Ayuthaya, the newly appointed President of the Thailand Convention and Exhibition Bureau, said Thailand has long enjoyed being one of the world's preferred MICE destinations and has welcome more than one million MICE visitors each year.

According to Mr. Chiruit, the economic growth forecast by the IMF indicates that Asia remains the growth area of the world with an average of 4.5 percent growth compared to the global average of 3.5 percent. This partly explains why Asia is also the prominent growth area of the global MICE industry.

"Despite uncertainties in major economies around the world, business people simply need to do more to remain competitive and there are many good reasons for them to come to Asia and Thailand is a good choice. However, Bangkok is not Thailand. MICE industry also

needs to apply inclusive growth approach so that more people can grow together." he said.

Thailand has recently launched a master economic development strategy aimed to move the country to a new high-income country with the implementation of a number of large scale development projects such as transportation links with neighboring countries of all directions and the mega integrated development of Eastern Economic Corridor combining industrial, town, transports and tourism developments.

"Asean and Thailand are changing quite rapidly as a result of new international transportation infrastructure network. This is just the starting of more new developments to follow. And I think it is also the area where MICE can be more meaningful. It can be a development tool as well as helps promote growth to a wider coverage area."

said Mr. Chiruit.

In parallel with the new national development strategy, TCEB is to develop MICE City in high potential provinces such as Chiang Mai, Pattaya, Khon Kaen and Song Khla. These provinces link Thailand with neighbor

countries thus providing excellent business and leisure opportunities for MICE visitors.

Meanwhile, TCEB hopes to work more closely with neighbors in the CLMV (Cambodia-Laos-Vietnam-Myanmar) to jointly develop a stronger MICE industry in the region.

"Of course we have had an excellent cooperation within the ASEAN MICE platform. But with a geographic condition that CLMV and Thailand are linked by the Mekhong international river and border sharing, there are good reasons to grow together and offer the world more exciting business opportunities" added Mr. Chiruit.

In the second half of this year, Thailand is hosting about 366 local and international meetings and exhibitions. A number of highlighted events include 2017 PCMA Global Professional Conference-Asia Pacific (28th - 31st August in Bangkok), UIA's Associations Roundtable Asia-Pacific 2017 (21st - 22nd September in Chiang Mai), IT&CM Asia & CTW Asia Pacific 2017 (26th-28th September in Bangkok) a significant international business travel trade show Thailand is hosting for 16 consecutive years, SIGGRAPH Asia 2017 (27th-30th November in Bangkok) a world-class seminar and exhibition on computer graphics and animation.

Additionally, in 2019, Thailand has won the rights to host other global events including the SITE Global Conference 2019, the international conference of global organizations in incentive business.

For more information please visit:

www.tceb.or.th

