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IT&CM China and CTW China  
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Issue

# 2



TTG Asia  
FEATURE  
OF THE YEAR  
2018, 2017  
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TTG Associations • TTG Asia  
TRADE MEDIA  
OF THE YEAR  
2017 (Travel) • 2015  
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2016  
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TTG Asia  
MOBILE APP  
OF THE YEAR 2015  
(Merit)  
MPAS Awards

## Power of Asian industry

By Caroline Boey

The inaugural China Business Event Federation (CBEF) Forum, organised by the two-year-old association in conjunction with IT&CM China, reaffirmed the growing power of Asian association meetings and corporate incentives.

STEM, or science, technology, engineering and math, is driving growth, said Mike Williams, senior partner GainEdge and industry consultant specialist, in a trends keynote address yesterday.

Based on ICCA's findings, Asia's market share of association meetings has risen from eight per cent to 19 per cent from 1963 to 2017.

He described association meetings as being the least affected by "recession

and economic downturn", which are now characterised by smaller, shorter but more frequent events.



Williams: association meetings are recession-proof

Williams noted annual growth of association meetings is around 10 per cent, with environmental management, disaster management, urbanisation, security/cybersecurity, food, and water safety being the hottest issues.

In addition, Williams pointed out: "Government recognition of, and investment in the industry, has also led to the development of regional associations."

To demonstrate the rise of the region's meetings industry, speakers at a panel highlighted the rise of "big numbers" and "big value".

Nowadays, second-tier cities in Asia

which have the requisite infrastructure, are capable of handling large groups and getting a slice of the pie, said Yang Jiong, president and CEO, Skyway MICE Service.

Yang added the region is also now home to big IT companies and other industries. Based on the individual industry's growth, coupled with the economic growth of the region, will present more opportunities when combined with the Belt and Road Initiative.

But the industry is not without its challenges. Agreeing with Yang, Jeff Zhen, managing director, Shanghai C&D International Travel Service, observed the industry landscape in China was highly "competitive" with the entry of many players. The ability to value-add and the importance of service standardisation was also discussed at the forum.



TTG's lensmen are on the prowl for great photos. See this photo and more at our online gallery by scanning the code above.

## M'sia's incentive interest in secondary Chinese cities stoked

By S Puvaneswary

Interest in China for incentive trips from Malaysia has intensified following the launch of a four-times-weekly service from Kuala Lumpur to Tianjin by AirAsia X in December 2018.

Malaysia's longhaul budget carrier has also beefed up its direct, four-times-weekly flights between Kuala Lumpur and Changsha, doubling the number of seats to 377, by operating a wide-body Airbus A330 aircraft on this route.

On why Tianjin is appealing, Raaj Navaratna, general manager, New Asia Holiday Tours & Travel, shared that the port city in north-eastern China had many Muslim-friendly restaurants, making it appealing also to multiracial Malaysian groups.

He added: "It is also rich in heritage and

culture. Malaysians looking for authentic experiences will love the Tianjin Old City dating back to the Ming Dynasty.

"Chinese secondary cities, such as Tianjin, Changsha and Guiyang - which AirAsia X has been awarded rights to fly to but have yet to announce the commencement of services - provide delegates an opportunity to stretch their ringgit."

Uzaidi Udanis, managing director, Eyes Holidays, said: "China is a popular destination for company-wide trips and incentives among SMEs because the cost for an all-inclusive, 4D/3N package including airfare is between RM1,500 (US\$369) to RM2,000, which is about the same price organisers have to pay for a trip to Indonesia, Thailand or Vietnam."

Uzaidi noted that with the same budget,

incentive groups can now travel beyond South-east Asia, and it'll help "delegates feel appreciated as that they are rewarded with a medium-haul trip beyond neighbouring countries".

This is because incentive budgets per person have remained stagnant over the years, despite ground costs having increased, while the ringgit has weakened against major foreign currencies.

That is why Tianjin is such a choice destination, as five-star international hotel brands in the city are pegged at 20 per cent less than in Beijing. It is also easier to clear immigration at Tianjin airport, which is not as crowded as Beijing airport.

Meanwhile, the increased capacity on the

Kuala Lumpur-Changsha route would make it easier to get seats for groups of up to 100 people, Uzaidi shared, noting that SMEs in Malaysia usually include spouses and children on company trips.

"Changsha is already popular with Malaysian leisure tourists because of its historic sites, temples, parks and natural beauty, good shopping and food. With the bigger capacity, we aim to target the incentive segment," Uzaidi said.

Bobby Eng, general manager, Sunflower Holidays, commented: "The added capacity makes it easier to promote the destination to business event organisers. In the past, we didn't promote this destination for corporate incentive travel due to limited seats."



Raaj: stretch budget in secondary cities

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T 603 3359 5252 E [setiacityCC@spsetia.com](mailto:setiacityCC@spsetia.com)

# Setia



# Hungry for Chinese business

**By S Puvaneswary**  
 Myanmar's recent easing of visa requirement for Chinese travellers has triggered a growing increase in arrivals and spurring new DMC, Memories Travel, to pursue the country's corporate and luxury segments, tapping on its proximity to China.

Cyrus Pun, CEO of Memories Group, gave a conservative estimate that China could contribute around 50 per cent of inbound corporate business in its second year of operations, naming South-east Asia, Europe and the US as other major markets.

To grow Chinese corporate meetings and incentive travel, Memories Travel – which was only set up in March – is targeting Chinese cities that have direct flights to Myanmar and are also commercial centres – for instance Guangzhou, Shenzhen, Chongqing, Chengdu, Hangzhou, Kunming, Nanning and Xi'an.

Pun said: "The experiences and itin-

eraries we offer are not only high-end but are also fully customised."

He related the example of an experience-led trip Memories Travel recently organised for a Chinese association chapter. During the six-day trip, the group enjoyed breakfast in hot air balloons high above Inle Lake, a gala dinner in a quarry, a visit to Yangon's historic Pegu Club, and a series of lectures by some of Myanmar's most notable public speakers.

"We know the Chinese 'super traveller' is looking for innovative and diverse experiences while exploring a wide range of destinations. We facilitate this while never compromising on quality and luxury," noted Pun.

Aside from services and experiences, Memories Group also operates several hotels and resorts.

Awei Metta Yangon, its recently opened 46-key urban golf resort is de-

scribed by Pun as "perfectly positioned to cater to Chinese incentive travellers", as the property offers modern facilities including conference and meeting rooms; as well as priority access to the 18-hole Gary Player-designed golf course in Pun Hlaing Estate.

He added the increase in business travel between Myanmar and China is also being targeted, and the group is rolling out several three-star business hotels under the Sugati brand in key commercial hubs around Myanmar.

"These new hotels are being designed specifically to cater to the needs of Chinese and Myanmar business travellers," Pun explained.

Memories Travel sister company, Asia Holidays Travels & Tours, was established in 1998 and currently hosts around 50 groups of European travellers each month.



Pun: tap into direct connections

## { In brief }

**Ctrip inks distribution deal with MHR**  
 Millennium Hotels and Resorts (MHR) has entered into a distribution deal with Ctrip to promote its properties to the Chinese OTA's customer base of 300 million. MHR and Ctrip will also work towards customer initiatives such as launching a flagship store on Ctrip's digital platforms, joint marketing campaigns, as well as knowledge sharing and cross exposure programmes.

**Thomas Cook joins forces with Hanatour**  
 Thomas Cook China, a joint venture between Thomas Cook Group and Fosun Tourism Group, has signed an agreement with Hanatour Japan to establish a DMC in Japan. The partnership is aimed at growing inbound tourism business from China as the new joint venture company will develop new products and services for the growing number of Chinese independent travellers.

**Club Med sets up shop in Beijing's Yanqing**  
 Come June 2019, Club Med will open a 300-key resort in Yanqing county that will sport the brand's Worktainment concept, and be dedicated to the meetings and events sector. The property will provide some 17,700m<sup>2</sup> of combined banquet and function spaces comprising a Grand Ballroom, a Lecture Hall with 1,100 seats, and eight meeting rooms of varying sizes.

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More details can be found in your personalised checklist in the registration kit. See you there! Prizes while stocks last.

# Developing and growing together By Bidi Ji



SMCC Council's Albert Cao; Shanghai C&D International Travel Service's Jeff Zhen; Skyway MICE Service China's Yang Jiong; Shanghai Jinjiang Travel Holding's Michael Li; BCD M&E China's Carol Luan; and Sunflower Holidays Malaysia's Mint Leong



Springtime Design Hong Kong's Janice Kwan and Chris Dingcong



Diesenhaus Israel's Doron Sternberg



Hangzhou MICE Cultural Creativity China's Vicky Wo



Above: Inner Mongolia Association of Agricultural Leading Enterprises China's Yanmin Huang; and Inner Mongolia Brand Promotion Association China's Yan Chen Liu



Rozintour Russia's Oksana Tcoi



Bayer (China)'s Ian Xu



ICCA Malaysia's Noor Ahmad Hamid; and GainingEdge Australia's Mike Williams

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# Business ties that bind

By Pamela Chow

The 13<sup>th</sup> edition of IT&CM China and CTW China 2019 has returned with a redesigned programme featuring additional formats for both buyers and exhibitors to obtain more business leads. In addition to one-on-one business appointments, new initiatives include an enhanced Exhibition Walk-About, a newly created Meet-The-Corporates session, and an improved Brand Presentation Showcase. Targeted at association buyers, the Exhibition Walkabout comprises four guided introductions to featured destination pavilions and booths. These include

GL Events, Hainan, Macau, Philippines, Qingdao, Taiwan, Thailand, and Xiamen. By the end of the show, featured exhibitors would have met all attending association buyers. Meet-The-Corporates fulfils a similar objective for IT&CM China exhibitors to meet corporate travel managers/procurement buyers from CTW China via a speed-dating format in two sessions. Finally, the improved 20-minute Brand Showcase Presentation slots will feature 10 exhibitors with first-hand updates and developments, and is open to all MICE and association buyers as well as media. Previously limited to just

destination brands as part of the Association Day programme, these sessions replace the media briefing sessions. Darren Ng, managing director of TTG Asia Media, said: “These initiatives allow delegates even more platforms beyond the usual one-on-one appointments to explore and increase business interactions, establish networks and cultivate potential procurement opportunities.” He added that the show would receive delegates from across 42 mainland Chinese territories and 36 international markets. Besides these new platforms, IT&CM China and CTW China 2019 will also feature a host of new mini-sessions. These include yesterday’s interactive ice-breaker session Say Hi To Everyone segment just before the opening keynote, and the MICE Innovation Hub during exhibition days where delegates can meet emerging solution players with fresh perspectives on industry challenges. The two-day Power Innovation Luncheon will also provide more opportunities to gain insights and trending solutions through case studies from start-ups and tech enterprises talents. Yang Fan, deputy general manager of CITS International MICE, added that the show will offer valuable training and industry lectures, such as conferences on the sustainable development of the MICE industry through innovation, as well as an ICCA presentation on winning hosting rights for the association.



From left: Event partners MP International's Jason Ng; TTG Asia Media's Darren Ng; and CITS International MICE's Yang Fan at Tuesday's official press conference

TTG

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EDITORIAL

Karen Yue

Group Editor

Caroline Boey

IT&CM China 2019 Show Daily Editor

S Puvaneswary

Editor, Malaysia/Brunei

Mimi Hudoyo

Editor, Indonesia

Pamela Chow

Reporter, Singapore

Rachel AJ Lee, Yixin Ng

Sub Editors

Bidi Ji

Photographer

Redmond Sia, Goh Meng Yong

Creative Designers

Lina Tan

Editorial Assistant

SPECIAL PROJECTS DIVISION

Paige Lee

Pei Qi Assistant Editor

TTG CHINA

Penny Chang

Chief Editor

Josephine Lee

TTG China Online Editor

Jessie Liu, Yvonne Chang, Nadia Chung

Reporters

CONTRIBUTORS

Rosa Ocampo, Marissa Carruthers, Prudence Lui

SALES & MARKETING

Pierre Quek

Publisher and Head Integrated Solutions

Chimmy Tsui

Publisher and Head Integrated Solutions (China)

Ar-lene Lee

Senior Business Manager

Fiona Chan

Senior Business Manager

Jonathan Yap

Senior Business Manager

Shirley Tan

Senior Business Manager

Emily Zhang

Senior Account Manager

Cheryl Lim

Advertisement Administration Manager

Carol Cheng

Assistant Marketing & Administration Manager

Chelsea Huang

Marketing Executive

Delia Ng

Digital Marketing Strategist

PUBLISHING SERVICES

Jonathan Wan

Head, Operational Support Services

Kun Swee Qi

Publishing Services Executive

Nur Hazirah

Web Executive

Katherine Leong

Circulation Executive

TTG ASIA MEDIA

Darren Ng

Managing Director

For sales & marketing enquires, please contact

traveltradesales@ttgasia.com

# For the betterment of the community

By Rachel AJ Lee

The Thailand Convention and Exhibition Bureau (TCEB) has recently beefed up its range of CSR programmes to include natural and environmental preservation near urban MICE-designated cities, in a bid to develop activities that will leave even longer-lasting impacts for local communities. Nichapa Yoswee, senior vice president – business, TCEB, told the *Daily*: “We have recently identified new CSR activities especially those aimed at natural or environmental preservation near urban areas. This is to help provide

a small space of ecological integrity for the cities usually packed with economic activities.” “The idea is that while our MICE cities can be purposeful for their meeting agenda, the destination can offer experiential values and tie-in with local communities,” she added. An example of a new, and rather unique CSR activity is the building of a firewall in Chiang Mai’s Doi Pha Hom Pok National Park to reduce the escalation of seasonal forest fires. This CSR activity is recommended for large groups above 50, as more manpower

is required to build a longer firewall, because in an outbreak of a forest fire would usually engulf a large land space. Another new CSR activity includes planting trees at the PTT Metro Forest Learning Center, a 19,000m<sup>2</sup> facility on the outskirts of Bangkok. Over in Pattaya, groups can also take part in the release of parasitoid wasps to destroy black caterpillars – the latter are killers of coconut plantations in the Takien Tia community. Another CSR option in Pattaya includes

Nichapa: creation of purposeful events

guests helping to lay artificial and eco-friendly grass (called *zung chuak*) in the sea, which will act as a habitat for marine life and benefit small-scale local fishermen communities. TCEB is also actively encouraging the take-up of all its CSR activities by making the arrangement process easy for corporate clients. For example, the bureau can help to make initial connections, take clients on site inspections, create itineraries, as well as coordinate with suppliers for site preparations. “We believe (the take-up of) CSR activities by MICE groups in Thailand will (continue to) rise,” Nichapa commented.

## { What's hot Hong Kong }

### Holiday Inn Golden Mile Hong Kong

The hotel has launched newly renovated rooms after a major upgrade. The Premier Plus Room category merges contemporary design with a choice of king, twin, triple and family room occupancy. Triple occupancy rooms are furnished with three twin-size beds.

### Hong Kong Disneyland Resort

The Ant-Man and The Wasp: Nano Battle! will debut on March 31 and is the world's first attraction featuring Marvel Super Heroes Ant-Man and the Wasp, and the first Marvel-themed attraction to feature a female Super Hero as a lead character. The new addition is located next to the Iron Man Experience in Tomorrowland.

### Hong Kong Ocean Park Marriott Hotel

Opened in October 2018, it is the first hotel located in the attraction with a dedicated entrance and a spacious pre-function area. It offers event and meeting planners features like a Grand Ballroom and meeting spaces measuring more than 2,000m<sup>2</sup>, nine distinctive function venues as well as outdoor spaces with unlimited options for grand and intimate events.

### Hong Kong Foodie Tasting Night Tour

The Hong Kong Foodie Tasting Tour's first evening programme, lasting three hours and visiting six places, is available on Monday and Thursday for up to 12 participants. Iconic Hong Kong street food and a seafood meal in Yau Ma Tei are on the menu.

### Xiqu Centre

As Hong Kong's first performing arts venue dedicated to promoting Xiqu, or Chinese opera, the centre situated in West Kowloon

Cultural District opened its door on January 20. The structure features a gross floor area of 28,164m<sup>2</sup>, including a Grand Theatre with over 1,000 seats; the Tea House Theatre with 200 seats; an Atrium measuring 450m<sup>2</sup>; the Seminar Hall with around 108 seats; and eight Studios each ranging from 30m<sup>2</sup> to 260m<sup>2</sup>. For dining and shopping, the centre houses a Chinese restaurant, *cha chaan teng*, Chinese dessert/cake outlets, and souvenir and retail shops.

See page 7 Destination: Hong Kong

Ocean Park Marriott Hotel (left); Xiqu Centre atrium

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## Destination: Macau

# Enjoying stellar growth rates

The former Portuguese enclave chalked up increases of nearly 62 and 29 per cent respectively for corporate and association meetings in the first three quarters of 2018, reports **Prudence Lui**

**M**acau hosted 966 MICE events up to 3Q2018, which contributed nearly 1.4 million participants and attendees.

Corporate meetings took up 62.8 per cent of all MICE business, which was the strongest segment. Association meetings was the second strongest and accounted for 28.7 per cent.

Macao Trade and Investment Promotion Institute (IPIM) observed that meetings with over 1,000 delegates increased 85 per cent last year and it expects this pattern of growth to continue into 2019, given that the city's capacity and accessibility had been enhanced in recent years to accommodate large-scale MICE events.

An IPIM spokesman said: "In 2019, we will continue to participate in tradeshows such as IT&CM China in Shanghai and IBTM China in Beijing. We will strengthen the promotion of Macau using online channels, such as Baidu (Chinese search engine), display banners, YouTube and also place MICE videos and advertisements on different channels. IPIM has developed a new MICE brand for Macau which we will be pushing out to the market to

strengthen Macau's profile and positioning as a global MICE destination.



**"Strong growth from multilevel marketing and direct selling companies, and pharmaceutical and medical industries last year."**

**Stephanie Tanpure,**  
Vice president of sales, Sands China

"In an agreement between China and Macau, IPIM will provide a list of events with detailed information to (government) departments in China to facilitate Chinese delegates' travel visas and attract Chinese organisers to hold events in Macau."

Sands China saw strong growth from multilevel marketing and (cosmetics) direct selling companies along with the pharmaceutical and medical industries last year.

Its vice president of sales, Stephanie Tanpure said: "This year, our destination marketing team will once again be hosting a series of roadshows in 11 cities in China for both tier-one and tier-two cities, which we feel still have great opportunities for growth. We are already seeing a strong forecast for 2019 at this stage with MICE business from tier-two cities growing.

"We will continue our strategic corporate and trade partnerships especially with travel agencies for our seasonal campaigns. We will also continue to implement our strategy with professional conference and event organisers in mainland China as this has worked very well for us in the past. Our new Le Jardin venue is an open air space suitable for cocktails for up to 5,000 delegates. It just opened on New Year's Eve so we are expecting that to prove popular with large-scale groups."



Ruins of St Paul's is a landmark in Macau

Newly-opened MGM Cotai catered to quite a number of meetings, incentives and conventions but incentives were the most popular. In 2019, MGM Theater will have a line-up of premier shows in Macau.

MGM vice president of resort sales, Victoria Fuh, said: "The support from the Macau Government Tourism Office and IPIM for events held throughout Greater China, helps foster Macau as a preferred destination.

"MGM will continue to work closely with them to promote Macau and our

two properties," she added.

On the Macau Peninsula, the 416-room Grand Lapa Macau, under Artyzen Hospitality Group, is catering to events ranging from 20 people to around 120. To tap the China market, vice president for Macau operations, Rutger Verschuren said completion of a HK\$400 million (US\$51 million) renovation project this year will put the property on par with the competition, whilst banking on its 35-year heritage edge, bridging Portuguese and Chinese flavors into a unique Macanese blend.

## WHAT'S HOT?

### Elektron

Elektron, which opened at The World Studio City Event Center on January 23, is a 75-minute electrifying stunt show. Its non-stop action features stunts and visual experiences like dangerous and daredevil circus skills, parkour acrobatics, wild fire and pyrotechnics, a flying biplane of wing-walkers and stunt driving sequences involving cars, bikes and buggies. The cast of over 150 crew and creative specialist comes from all over the world.

### Parisian Macao, Venetian Macao

The Parisian Macao has unveiled its Champagne Suites which feature elegant touches of warm white stone and luxurious amenities, overlooking the Eiffel Tower and magnificent Le Jardin garden venue. Meanwhile, sister hotel Venetian Macao recently completed the refurbishment of its Premio Royale Suites and Premio Bella Suites, where each is at least 70m<sup>2</sup> in size and comes with a sunken living room, separate bedroom and lavish bathroom.

### Zero Latency

Macau's first free-roam, multiplayer VR

experience Zero Latency was rolled out at Broadway Macau in June 2018. This 200m<sup>2</sup> VR game arena features heart racing zombie attacks, galaxy space missions and family fun adventures for up to eight players at one time. Experiences include Engineerium, a puzzle game perfect for first-timers and VR experimenters. Zombie Survival is an intense, undead-themed VR shooter game, while Singularity is characterised by an immersive space-themed shooter game. Entry is limited to young adults who are 16 years old and older.



From left: Elektron; Zero Latency; and Parisian Macao

### Macau Cruise

Macau Cruise, operated by Shun Tak-China Travel Ship Management, launched its first tour route in December 2018. This latest cruise product runs between Taipa Ferry Terminal and Coloane Pier, plies the Inner Harbour Channel and Shizimen Waterway, offering an overview of the city and close-up encounters with the respective points of interest. The tour departs at 15.00 (from Taipa) and 16.00 (from Coloane) every day, with tickets priced at MOP100 (US\$12.40).



### Grand Lapa Macau

The 35-year-old Grand Lapa Hotel Macau has undergone a major makeover where 355 of its 416 rooms have been renovated in a contemporary, classic style, with separate walk-in rain shower cubicles in brand new bathrooms. The remaining 25 Suites, two Presidential Suites and 34 Grand Deluxe Rooms on the top floors will be completed by mid-2019. Also getting an upgrade this year are the 15,000m<sup>2</sup> resort ground's tropical poolside, waterfalls, outdoor spa and reception.





# New infrastructure boost

Promotion of Greater Bay Area, targeted hotel loyalty programmes and playing up high-calibre dining experiences are among strategies to tap China MICE, discovers **Prudence Lui**



Victoria Harbour and the Hong Kong Convention and Exhibition Centre at night

**T**here was a 4.6 per cent drop in overnight MICE visitor arrivals between January and September 2018. Mainland China remained the city's top contributor with a market share of 46 per cent, or 567,626 visitors.

Industry members say the promotion of the Greater Bay Area (GBA) and the completion of new infrastructure – such as the Hong Kong-Zhuhai-Macau Bridge and the Guangzhou-Shenzhen-Hong Kong High-speed Railway – have benefited business overall.

At Dorsett Wanchai, China was among the top markets for MICE in 2018, generating almost 15 per cent of total room revenue during the high season. Last year, Chinese MICE business came primarily from the exhibition and convention segments.

General manager, Anita Chan, said: "Apart from easy access to the Hong Kong Convention and Exhibition Centre (HKCEC) provided by the hotel's free shuttle bus service, our MICE team has also been developing long-term relationships with major event organisers and PCOs to secure business during the international C&E period in Hong Kong. For example, we hosted a great number of Chinese exhibitors and visitors who participated in the Electronic Fair, Lighting Fair and Toys Fair in April and October last year.

"In November 2018, we launched our loyalty programme offering member-exclusive benefits such as room and dining discounts, guaranteed late check-out, and free cancellation. We believe it will help generate more business leads from the Chinese market, especially for

regular event planners who can greatly benefit from the programme's rewards. With the launch of key infrastructure projects, we foresee more Chinese MICE events taking place in Hong Kong in the coming years. To leverage on this opportunity, our primary strategy would be to tap potential Chinese event organisers in the GBA for new MICE business leads."

At Four Seasons Hong Kong, meetings make up the largest segment of events – including result announcements, board meetings, shareholder meetings and some small incentive groups.

Its director of events, Anna Wong, revealed they were exploring new Chinese meeting platforms to raise awareness of the hotel in the market.

"For meeting planners who cater to food connoisseurs, our hotel is a high-calibre food destination and an even more attractive proposition with ample opportunities for private dining and entertaining. We are confident it will be a draw for the Chinese market, especially as the Michelin Guide grows in stature following the launch of the Guangzhou Guide last year," she said.

For HKCEC, a significant proportion of exhibitors and visitors from the Greater China region were attending upmarket and niche events like auctions, art exhibitions and luxury products launches. A spokesman said China's Belt and Road Initiative and the GBA initiatives had generated booking enquiries and sales leads from local and Chinese enterprises and associations.

**"Our MICE team is developing long-term relationships with major event organisers and PCOs to secure business during the international C&E period in Hong Kong."**

**Anita Chan**  
General manager,  
Dorsett Wanchai





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# Stronger demand in 2018

MyCEB's launch of training for Chinese meeting planners at annual roadshow seems to be paying off. Industry says the market is also maturing and needs are changing, reports **S Puvaneswary**



The Oriental Red Building in Malacca

**C**hina is Malaysia's top foreign business events market and last year welcomed 18,674 incentive delegates – contributing an estimated economic impact of RM288 million (US\$68.8 million) – who spent an average of five days in the country.

In 2018, the Malaysia Convention & Exhibition Bureau (MyCEB), headed a strong delegation of 27 industry partners to China to promote Malaysia as an attractive and preferred corporate meeting and incentive travel destination. The roadshow, held in late-March, stopped in Shanghai, Beijing, Chengdu, Chongqing, and ending in Guangzhou on April 2, served as a platform for MyCEB to showcase Malaysia's best and latest offerings to entice more China corporate meeting and incentive groups.

Apart from facilitating B2B engagements between the participating industry players, the roadshow programme included destination workshops featuring new developments and product offerings and experiences in Kuala Lumpur, Penang, Langkawi, Sabah and Sarawak. And for the first time, training was provided to help Chinese meeting planners create interesting thematic incentive itineraries.

MyCEB's roadshow and sponsorship programme provided value-added support for international corporate meetings and incentive groups. Last year, the CVB supported more than 21,000 corporate meeting and incentive delegates from China who held their events in Malaysia.

MyCEB's annual roadshow, taking place in April this year, will stop in Beijing, Shanghai, Chengdu and Shenzhen.

Meanwhile, Malaysia's inbound industry members handling the Chinese business events market reported an improvement in business last year compared with the previous year, and attributed it to improved air connectivity between China and Malaysia as well as their own marketing efforts.

Renaissance Kuala Lumpur Hotel director of sales and marketing, Prem Joseph, shared that the property saw a significant growth in business from the Greater China market compared 2017. "We would like to believe that this is due to the relaxing of visa requirements for Chinese travellers," he said. A growing trend among Chinese delegates is the shorter lead periods, he observed, and added: "Planners are also demanding more customised incentive programmes for their groups."

To further grow the business this year, the hotel will increase its sales calls to second-tier cities which are showing potential for further growth.

Mint Leong, managing director, Sunflower Holidays, said: "We saw a 10 per cent increase in incentive groups from China last year compared to 2017."

"Destinations that are popular are those that are within a three-hour drive from Kuala Lumpur, which is the main entry point to the country. These destinations include Malacca and the outskirts of the capital city, such as Kuala Selangor and Sunway Resort

City, both of which are in Selangor.

"The Chinese market continues to be price sensitive and organisers tend to change their local partners over a US\$5 difference per person in price.

"In 2019, we will continue to work with our regular clients and business partners in China as well as conduct our own market intelligence to look for more business opportunities. Exhibiting at IT&CM China will also help us to generate leads.

Adam Kamal, general manager, Tour East Malaysia said the company this year would look for business opportunities in China's second- and third-tier cities, where prospects were better.

He remarked: "The Chinese market is maturing and we see a growing trend for more experiential incentives where delegates want to also

experience local culture. There is more demand now for activities such as homestays and visits to fruit farms. During the durian season, delegates are also interested in trying the fruit, which many find they enjoy."

For Yap Sook Ling, managing director, Asian Overland Services Tours & Travel, last year saw growing demand for smaller groups of 50 people or fewer, looking for unique meeting venues and dining options. She remarked: "It is an indication that the meetings segment is maturing. Requests for unique venues are for meetings in Kuala Lumpur and Penang."

**"Relaxing of visa requirements is a contributor in the significant growth of Greater China travellers, who are increasingly looking for customised incentive programmes."**

**Prem Joseph**  
Director of sales and marketing,  
Renaissance  
Kuala Lumpur Hotel





WHAT'S HOT?

Encore Melaka

The 70-minute show recounts long-forgotten tales of the historic city, like the early voyages of Admiral Cheng Ho from China to the birth of modern Malacca. The show is specially curated and directed by Wang Chaohe, the creative force behind the 2008 Beijing Olympic Games Opening Ceremony. The theatre can seat 2,000 people. Showtimes from Monday to Saturdays are at 17.30 and 20.30. On Sundays, showtimes are at 14.30 and 17.30. Book tickets at [encore-melaka.com](http://encore-melaka.com).

Teambuilding at The Andaman

The Andaman, a Luxury Collection Resort, in Langkawi offers a unique teambuilding activity that is developed around its coral conservation project. This unique CSR-centric activity involves the creation of concrete Mini-ARMS, or Artificial Reef Module System, to compliment the resort's project, transplanting corals under the expert guidance of the resort's coral curators before relocating them to the ocean using rafts built by delegates, in a bid to halt the destruction of the coral reef and save the marine ecosystem.

MITEC, the newest convention centre in Kuala Lumpur

Malaysia's largest venue for exhibitions, the Malaysia International Trade and Exhibition Centre (MITEC) offers more than 45,000m<sup>2</sup> of gross exhibition space and is the country's largest exhibition centre. When combined, the exhibition halls can accommodate up to 47,700 visitors in a theatre setting or 28,300 banquet guests. Spanning over three massive double volume floors, MITEC offers 5.3 hectares of flexible function space including 11 exhibition halls (nine mega halls and two medium-size halls), one multipurpose hall, 10 meeting rooms, VIP suites and lounge and media and press facilities.

Desaru Coast Convention Centre

Desaru Coast Conference Centre in Johor, managed by The Westin Desaru Coast Resort, opened in November 2018. This is a fully-equipped multipurpose venue with a banquet area and exhibition space that can host up to 1,000 participants. Event planners seeking to combine teambuilding activities can benefit from the centre's proximity to the Desaru Coast Adventure Waterpark as well as the Desaru beach.

Hilton Garden Inn Puchong

Suitable for business travellers, the 255 rooms and suites of the property are spacious. There is a comfortable ergonomic desk chair in each room and suite to help guests work more productively. The in-room "hospitality centre" has a mini-refrigerator and complimentary Crabtree & Evelyn bath products. The hotels's five meeting spaces, all feature high-definition TVs, built-in sound systems and individual temperature controls.

Sunset Dinner Cruise by North Borneo Cruises

This two-hour scenic cruise and international buffet dinner programme travels to the islands of Tunku Abdul Rahman Marine Park, close to Kota Kinabalu in Sabah, sails down the central coast and along the city's famous Waterfront. The vessel can seat up to 100 people.



MITEC, the newest convention centre in Kuala Lumpur

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马来西亚会展局 | 中国代表处

北京  
Grace Qu 业务发展经理  
邮箱: [beijing@myceb.com.my](mailto:beijing@myceb.com.my) 电话: +8610 6430 1838

广州  
Janet Huang 业务发展经理  
邮箱: [guangzhou@myceb.com.my](mailto:guangzhou@myceb.com.my) 电话: +8620 8735 6717

上海  
Eason Gu 业务发展经理  
邮箱: [shanghai@myceb.com.my](mailto:shanghai@myceb.com.my) 电话: +8621 6385 8586

成都  
Freda Hua 业务发展经理  
邮箱: [chengdu@myceb.com.my](mailto:chengdu@myceb.com.my) 电话: +8628 6132 6795

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Encore Melaka Water Dance

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# Spotlighting secondary cities

Taiwan is building up the business appeal of its regions through infrastructure investments and more aggressive campaigns to showcase its diverse MICE capabilities, reports **Pamela Chow**



Kaohsiung Exhibition Center

To draw more conferences, meetings and exhibitions to regions other than Taipei, Taiwan’s MICE players are beefing up offerings in secondary cities and continuing outreach efforts in China.

These include aggressive promotions by MEET Taiwan, the Bureau of Foreign Trade’s business events promotion agency, through avenues such as continuous participation at IT&CM China, as well as MEET Taiwan networking events in various other Chinese cities.

At these networking events, MEET Taiwan connects with potential partners and clients to further explore business opportunities. For example, after IT&CM China 2019 in Shanghai, the team will organise a networking event in Beijing.

“Greater China has always been a crucial market for Taiwan’s meeting and incentive travel industry,” said a

MEET Taiwan spokesperson. As part of its messaging, MEET Taiwan spotlights unique offerings outside of its capital. For example, the waterfront Kaohsiung Exhibition Center at Asia’s New Bay Area and the nearby offshore Penghu Island were heavily promoted through the Global Harbor Cities Forum, held in Kaohsiung in September last year.

Taichung has also recently welcomed three new exhibition and event spaces – located across the Houli, Fengyuan and Waipu districts – which were launched with the Taichung World Flora Exposition, which ends on April 24.

GIS Group has also expanded its network beyond its current four convention centres in Taipei and Hsinchu City, adding the newly opened GIS Taichung Wenxin Convention Center and GIS Kaohsiung Asia’s New Bay Area Convention Center.

The GIS Taichung Wenxin Conven-

tion Center, designed by renowned Japanese architect Toyo Ito, features three meeting rooms incorporating several design concepts and glass walls. The GIS Kaohsiung Asia’s New Bay Area Convention Center has five differently sized meeting rooms, coupled with advanced equipment, technical support and spacious lounges.

Jason Yeh, CEO of GIS Group, said that clients, especially from Taipei and Hsinchu City, had expressed the need for facilities in Taichung and Kaohsiung. In addition to this, the new convention centres also cater to an emerging trend among corporate meetings.

He explained: “There are many ‘non-traditional’ events taking place that are much more casual and creative. We offer different size conference spaces which allow a better fit for different event requirements. Instead of having fixed meeting settings, we are very

flexible so participants can design their own meeting set-up according to their needs.”

Demand for incentive travel and teambuilding trips to non-city areas of Taiwan is also beginning to build up, following MEET Taiwan’s ongoing efforts.

Han Chang, representative of in-bound tour operator Taiwan Tour, noted that there was a rise in incentive trips that aim to be “relaxing”, and these are often held in more rural areas such as Taitung and Hualien in eastern Taiwan.

These groups would engage in activities like outdoor cycling, visits and interaction with aboriginal communities, as well as making sticky rice to experience the “original culture” of the country, he commented.

Still, corporate groups – especially first- and second-time visitors – expect to make a stop in Taipei when in the country, as it is a landmark of Taiwan. “The last day or two days can be spent in Taipei, be it to go to shopping centres or other venues in the city,” explained Chang.

“Many non-traditional events taking place are much more casual and creative. Different size conference spaces allow a better fit and are being offered, so participants can design their own meeting set-up.”



Jason Yeh  
CEO, GIS Group

## WHAT’S HOT?

### Waipu Expo Site

Newly opened as part of the Taichung World Flora Exposition, the Waipu Expo Site – located in Waipu Park – spans 14.3 hectares and takes on the characteristics of its district and its agricultural roots. After the World Flora Exposition, the Waipu Expo Site will house various recreational agricultural and educational exhibitions in two halls; the Nature House and the Green Pavilion.

### DoubleTree by Hilton Taipei Zhongshan, Taiwan

The first Hilton property in downtown Taipei stands 350 metres from the MRT Zhongshan Station. This 14-storey hotel has 106 rooms, including 11 suites, all of which come furnished with DoubleTree Sweet Dreams Sleep Experience bedding, a 49-inch HDTV, Nespresso machine, separate bathtub and shower and high-speed Wi-Fi access. Some rooms have outdoor balconies. Guests will also have access to

a 24-hour rooftop fitness centre, a lobby lounge and the all-day dining restaurant Alley. There is also a 68m² meeting room which can hold up to 45 people.

### Taipei Nangang Exhibition Centre Hall 2

Nangang International Exhibition Centre’s US\$240 million expansion, Hall 2, has opened. The new venue adds 34,120m² of exhibition and meeting space to Nangang. This includes a multifunction conference hall, surrounded by an outdoor terrace, that can be converted into 14 breakout rooms. Hall 2 is connected to the existing Hall 1, as well as to the underground metro, by an underpass.

### National Kaohsiung Center for the Arts

Known locally as Weiwuying, thanks to its surrounding park, the National Kaohsiung Center for the Arts joins



National Kaohsiung Centre for the Arts

the Kaohsiung Exhibition Centre as part of the city’s transforming bay area. The US\$348 million performing arts centre is the world’s largest under one roof and can host medleys of indoor and outdoor concerts.

### Regent Taipei’s Photography Butler service

Guests at the Regent Taipei will no longer have to worry about getting group photo-

graphs taken as the hotel has introduced what it says is an industry-first, with its Photography Butler service.

Available only with advance reservations, Photography Butlers will accompany guests to popular Instagram check-in spots in the hotel, tourists attractions and “insider photo locations” across the city to help take their photos. Routes and itineraries may be customised based on timings, season and the number of people in the party.



Macau

澳门不断累积、新增会奖发展优势

■张广文=采访报道

近日，澳门贸易投资促进局积极向中国市场推广澳门当地MICE优势，强调包罗万象的澳门，仍持续在打造全新项目，期望让企业团体放心、安心的选择澳门作为会展目的地，也让来过澳门的人还想回流。

方便易达

澳门贸易投资促进局推广活动厅高级经理李藻森表示，澳门特别行政区虽然土地面积仅约30.5平方公里，人口也仅约64万8千人次，不过，每年接待超过3千万位游客到访。到访的企业团体，除了能享受专为企业定制的各式贴心服务，还能在19万平

方米的会议和展览空间中参与活动，而且场地之间全部都在一个屋檐下，轻松易达，同时不易迷路，对组织者来说更是方便管理。

对于MICE团队而言，要前往澳门非常方便。交通上除了有每日固定快艇往返香港与内地多个城市，如深圳蛇口、深圳福永、广州南沙等，游客也可以选择搭乘飞机、邮轮到访，或是通过港珠澳大桥从香港前往。当中，港珠澳大桥的开通，使得团队从香港机场到澳门只须30分钟即可。

选择多元

另一方面，澳门拥有众多世界遗产，如龙环葡韵、大三巴、议事

厅前地等，游客还能体验多元的独特活动，如搭乘澳门新濠影汇之星8字摩天轮、在澳门银河的天浪淘园玩水、站在澳门巴黎人的巴黎铁塔欣赏夜景，白天还能逛多个花园。可以说，选择多如繁星。

特别的是，澳门也是美食之都，菜式花样百出，可以让所有参与活动的企业团队成员，都能留下美好的印象。

其实，澳门多个世纪以来，都是东方与西方文化交会之地，因此当地充满活力和融合的文化，使得团队建设活动选择多元。企业团体可以选择亲自动手制作杏仁蛋糕、在旧城寻宝、参观妈祖阁、渔人码头等地的灯光夜市，或

是打造专属团队建设活动，像是舞龙学习、沙滩射箭等。

澳门最新开幕的酒店包括：摩珀斯酒店、新东方置地酒店、澳门巴黎人、永利皇宫、美狮美高梅等。接下来，十三第酒店、澳门上葡京综合度假村还将陆续加入市场，将带给所有到访者全新的奢华体验。

澳门在2019年依然将接待众多活动。即将登场的包括4月22日至25日，吸引约500人到访的国际资料工程大会；4月8日至11日，将共约900人出席的2019世界早期关怀与教育论坛；8月10日至16日，约1,500名参与者的第28届国际人工智慧联合大会，以及十月约700人将参与的第15届亚洲亚洲物理

治疗联合会国际大会。

政策支持

未来澳门贸易投资促进局将主打MICE竞标和支援的一站式服务，通过完善的服务，协助组织者在澳门举行活动。同时，强调财政支持计划，以及社区体验导览，让澳门会展蓬勃发展的同时，商户、居民也能互惠共赢。另外，澳门也将积极宣传当地团队建设活动，尤其是独特的文化体验。

危机处理

值得注意的是，澳门的MICE接待能力在危机中多次展现出非凡的表现，以2018年9月11至17日的台风为例，就可以看到酒店业者和当地社区之间的合作互动，所有旅游业者的齐心帮忙，使得危机管理可以达到完好的结果。

Thailand

泰国会展局推五大目的地城市线路新体验

■刘霏芯=采访报道

泰国会议展览局（TCEB）近日对外公布了境内五大会展城市及25个推荐的会奖体验，进一步增强曼谷、芭堤雅、普吉岛、清迈和孔敬的旅行体验。

泰国会展局去年完成了对五个MICE城市的广泛研究，分析了场地潜力以及五个MICE城市对新产品的开发力度，最终选择了五个新产品向外界展示。

泰国会议展览局主席Chiruit Isarangkun Na Ayuthaya表示，「创造出色的新会展产品和服务是满足国内和国际会展企业家需求的关键。我们规划了MICE行业发展战略，强调目的地的创意，并进一步升级场地接待力，

增加新的MICE活动。」

为了进一步加强25个新会奖体验的吸引力，泰国会展局在关于MICE目的地创意指南中提列了七个主题，包括迷人的历史和文化、冒险活动项目、特色团队建设、企业社会责任和绿色会议、海滩活动、豪华奢华体验以及美食之旅，这也是目前国际和国内MICE客群对泰国最感兴趣的几大亮点。

另外，五大城市针对全球不同MICE市场需求都推出特色线路亮点推荐，更多融入当地自然和文化风情体验，有别于一般休闲游耳熟能详的景点，比如在中国最受欢迎的目的地城市还是以曼谷、芭提雅、普吉岛为主，其次

是清迈。

根据泰国会展局列举的线路里，在曼谷有华塔社区（Hua Ta-khe）、Tha Maharaj码头；苏派特拉河之家（Supatra）、Bang Rak市场以及泰国美食文化遗产和泰国创意设计中心；在芭堤雅有海洋游艇俱乐部、Na Kluea社区、Nong Nooch 花园、Silverlake葡萄园、Chak Ngaeo华人社区、芭堤雅射击公园以及Koh Kham 水上公园等；在普吉岛有普吉Wake公园、船礁湖度假村（Boat Lagoon Resort）、Thalang文化村；蓝象学校和餐厅（Baan Pitak Chin Pracha）、Pa Klok社区、土生华人普吉岛博物馆、老虎王国、Vanich农场、Sirinath国家公园以及普吉

旧城区等。

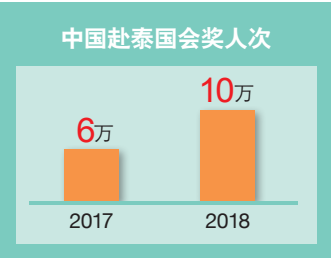
记者也从行业市场了解到，目前中国赴泰国的MICE市场主要集中在会议和奖励旅游，截至2018年底赴泰国MICE活动突破10万人次，相较2017年底仅6万人次，有大幅增长，其中通过市场业者统计资料超过千人规模团队就有29个，还包括有两个万人规模的大型团赴泰国。这也和前两年经济形势利好、政府关系良好以及泰国加大市场宣传力度有关。

此外，泰国近几年不断兴建大型会展场馆，也有利于接待大型会奖团。

据了解，现在中国会奖团队前往泰国亦会安排更加贴近泰国本地文化体验的活动，比如团队活

动体验融入和中泰相关的节庆活动，在泼水节期间就有中国会奖团包场水上公园组织了企业自己的泼水活动；每年清迈的天灯节也有企业安排到清迈开会顺带全员一起放天灯祈福平安等。

另外，在企业社会责任方面，现在企业也喜欢安排前往泰国大象养老中心，让成员和大象一起互动交流，比如喂食大象、帮中心准备大象餐食、帮大象洗澡等等，而不是过去业界认知的在一些大象园看大象表演、骑大象这类娱乐项目，相对更有意义、也进一步感受泰国当地的文化。



Taiwan

■张广文=采访报道

台湾迈向概念、技术、产品会展一条鞭

近日，台湾积极向中国市场推广MICE优势，除了即将开幕的台北南港二馆、台中水湳展览馆，台湾的会展背后有产业支撑，可望成为概念、技术、产品会展一条鞭的会展目的地。

外贸协会副秘书长暨台湾展览暨会议商业同业公会理事长叶明水表示，2018年在台会展数高达270场，较2017年成长约5%，国际会议举办场次达248场次、企业会议暨奖励旅游达120

场次、来台参展的外籍人士成长至26万5千人。今年三月随着南港二馆开幕势，台北大约会有6,000个展位，国际会展中心态势逐渐成形，台湾会展界将有更多优势，未来也预期有更多国际大型会展活动在台举办，再创台湾会展新局。

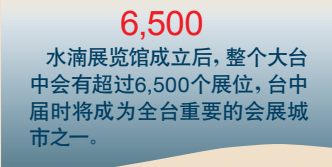
外贸协会董事长黄志芳也指出，台湾的会展背后有产业支撑，产业界与会展必须要偕同并进。台湾的研发、创新能力非常强，是吸引国外人士到访台湾的重要因素，

而产业与展场的鏈结非常重要，不但可以延续产业的发展，而且如果展览成为此领域专业展的第一，更是有机会吸引更多人参与。

以高科技产业为例，现在全球会展移转到了亚洲地区。过去全球3大会展—CES是概念发表，汉诺威电脑展是技术展现，台北电脑展则是产品发表。不过，汉诺威电脑展已经停办，而目前台湾更是已经从高科技制造者，转型为全球创新者。所以未来希望全球科技技术、

产品展现，都能选择在台湾举办会展，甚至台湾发展新创成熟后，连概念发表都到台湾举办，成为概念、技术、产品会展的一条鞭。

另外，去年7月20日中台湾会展产业联盟于台中成立，其彙聚了台中市政府、经济部国际贸易局、中华民国对外贸易发展协会、台湾区工具机暨零元件工业同业公会、台湾手工具工业同业公会、台湾木工机械工业同业公会、台中市糕饼



商业同业公会、台中市工商协进会、台中市观光旅馆商业同业公会，以及中台湾各县市政府、台中辖区内各大专院校与会展研究机构等。

未来水湳展览馆成立后，整个大台中会有超过6,500个展位，台中届时将成为全台重要的会展城市之一。台中接下来将积极推广当地「前店后厂」的产业群聚特色，让许多买家逛完展览后，直接到卖家的工厂参观与下单。

未来台北将继续推介台北市多元化的奖励补助，以及旅游资源，如台北双层观光巴士、北北基好玩卡，以及米其林美食。



# Exploring lesser-known facets of Shanghai

By Bidi Ji





Greater Bay Area

《粤港澳大湾区发展规划纲要》促迈向一体化发展

■张广文＝采访报道

2月18日，中共中央、国务院印发了《粤港澳大湾区发展规划纲要》，明确提出了粤港澳大湾区的发展目标，到2022年前打好连接湾区各市的基础；在2035年前有更多便利大湾区各城及居民流通的措施，并在该年完成整个湾区建设。许多旅游业者都认为，《纲要》的出炉，使粤港澳大湾区旅游进一步迈向一体化发展。

华美顾问机构分析道，此次印发的《粤港澳大湾区发展规划纲要》内容非常具体，尤其对于粤港澳大湾区共同合作发展健康产业，包括：旅游业、养生养老等，内容丰富。其中，港澳旅游一直都是旅游市场中最为重要的板块之一，随着粤港澳大湾区旅游一体化，对于当地的酒店业、旅行社、景点、交通、餐饮和购物等，都有非常直接的拉动作用。而鉴于支持逐步简化及放宽内地邮轮旅客

的证件安排，研究探索内地邮轮旅客以过境方式赴港参与全部邮轮航程，越来越受到旅游业者重视，可以预见未来对于当地邮轮旅游发展也是一个巨大的商机。现在业者们就可以开始布局。

另一方面，《纲要》也确定粤港澳大湾区将以香港、澳门、广州、深圳四大中心城市作为区域发展的核心引擎，继续发挥比较优势，做优做强，增强对周边区域发展的辐射带动作用。

►香港方面，巩固和提升国际金融、航运、贸易中心和国际航空枢纽地位，打造更具竞争力的国际大都会。

►澳门方面，建设世界旅游休闲中心、中国与葡语国家商贸合作服务平台，促进经济适度多元发展，打造以中华文化为主流、多元文化共存的交流合作基地。

►广州方面，充分发挥国家中心

城市和综合性门户城市引领作用，全面增强国际商贸中心、综合交通枢纽功能，培育提升科技教育文化中心功能，着力建设国际大都市。

►深圳方面，发挥作为经济特区、全国性经济中心城市和国家创新型城市的引领作用，加快建成现代化国际化城市，努力成为具有世界影响力的创新创业之都。

另外，还明确粤港澳大湾区五大战略定位，即充满活力的世界级城市群、具有全球影响力的国际科技创新中心、「一带一路」建设的重要支撑、内地与港澳深度合作示范区、宜居宜业宜游的优质生活圈。

同时，确立建设重要节点城市。支持珠海、佛山、惠州、东莞、中山、江门、肇庆等城市充分发挥自身优势，深化改革创新，增强城市综合实力，形成特色鲜明、功能

互补、具有竞争力的重要节点城市。增强发展的协调性，强化与中心城市的互动合作，带动周边特色城镇发展，共同提升城市群发展品质。

►发展特色城镇，充分发挥珠三角九市特色城镇数量多、体量大的优势，培育一批具有特色优势的魅力城镇，完善市政基础设施和公共服务设施，发展特色产业，传承传统文化，形成优化区域发展格局的重要支撑。

►建设智慧小镇，开展智慧技术应用试验，推动体制机制创新，探索未来城市发展模式。此外，探索在合适区域建设国际游艇旅游自由港。推动粤港澳游艇自由行有效实施，加快完善软硬件设施，共同开发高端旅游项目。

►交通方面，将建设世界级机场群：支持香港机场第三跑道建

设和澳门机场改扩建，实施广州、深圳等机场改扩建，开展广州新机场前期研究工作，研究建设一批支线机场和通用机场。同时，构筑大湾区快速交通网络：以连通内地与港澳以及珠江口东西两岸为重点，构建以高速铁路、城际铁路和高等级公路为主体的城际快速交通网络，力争实现大湾区主要城市间1小时通达。

中国旅游研究院指出，旅游业在粤港澳大湾区城市群发展中发挥重要的促进作用。深入推进粤港澳大湾区建设，要进一步发挥旅游市场主体在双向交流中的作用，要综合运用商会、行会和非政府组织搭建专业平台、优化合作机制。完善的市场商业环境、充满生机活力的市场主体、富有创业精神和专业能力的人力资源，是都市旅游目的地竞争的关键要素。

Shanghai

「e会上海」智慧商旅平台探索服务新模式

■刘霏芯＝采访报道

为建设高水平的会展公共服务体系，实现将中国国际进口博览会继续办成国际一流的博览会，配合上海打造成为「国际会展之都」的目标，上海市商务委实施并推进了上海会展城市商旅服务平台—「e会上海 Meet Shanghai」的建设工作。

上海市会展业促进中心副主任杜娟表示，「e会上海」平台以服务中国国际进口博览会为标志全面启动项目，并由开春的「华东进出口商品交易会」开始，进而在2019年全年服务一批上海市的标志性展会。对上海会展城市商旅

服务平台「e会上海」展示了平台的主要功能和服务形式、在2018年首届进口博览会期间的各项成果，以及以腾讯云为基础的、正在建设中的上海会展业大资料中心。通过服务上海全年各大展会，实现「会展商旅文体」联动，提供便捷、有效的咨询服务和使用工具，向世界展现上海的城市形象。

据介绍，为适应不同国家地区和不同人群的商旅服务需求和信息获取习惯，e会上海平台以网站、APP、微信公众平台、城市服务指南、线下咨询服务点和多语种声讯中心等多种形式为载体，提供食住行和娱购游为主的城市

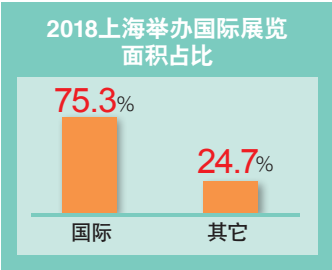
商旅咨询服务和导引。

平台功能主要包括主题展会、精彩上海、智慧生活、会展服务和魔都消费卡五大板块，在功能设计上突出简单、好用。商旅人群通过平台可快速了解上海，融入上海的生活，享受城市服务带来的便利和舒适。

此外，e会上海通过对接市商务委、市旅游局、市交通委、市文广局等十余个上海委办局的官方资源；对接腾讯、点评美团、携程、高德地图、滴滴出行、一嗨、迪士尼近20个知名品牌和商业资源，形成新型合作模式，为上海的境内外展客商的服务和引导提供了

丰富的资源。

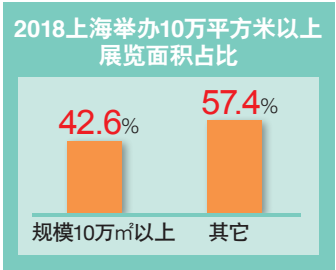
她进一步表示，e会上海以腾讯云大资料中心为基础，提供会展大资料，分析记录展客商行为轨迹和偏好，更精准地触达商旅人群，提供专项服务；提供业务监测和管理，为政府相关部门和管理者提供实用工具，提升管理水平；进行资料清洗、计算、建模和



储存，进而进行分析和应用，以促进城市和会展产业经济的提升。

此外，2018年增长趋势明显首届进博会的成功举办进一步提升了上海作为国际知名会展城市的影响力，巩固了国内会展业龙头城市的地位，对国际知名展会、展览公司的吸引力进一步加强。

「e会上海」是上海国际会展之都建设下强大的服务平台，集展客商服务和产业调查为一体，对积极探索实践智慧会展的发展模式具有重要意义。



Beijing

■张广文＝采访报道

中免集团取得北京大兴国际机场免税经营权

2019年3月13日，北京大兴国际机场国际区免税业务招标专案招标代理公司正式向中国免税品（集团）有限责任公司发出中标通知书，中免集团成功中标第一标段烟酒、食品标段和第二

标段香化、精品标段的10年免税经营权。

北京大兴国际机场计划于6月30号竣工，9月30号前投入运营，该机场定位为大型国际航空枢纽、亚太地区的重要复合枢纽，服务于

首都核心功能，主要依托国航等基地航空公司，调整优化航线网络结构，增强国际航空枢纽的中转能力，提升国际竞争力，预计在2021年和2025年将分别实现旅客输送量4,500万和7,200万人次的建设投

运目标，其中机场免税商业将是展示北京大兴国际机场国际化形象的重要视窗。

近年来，中免集团积极回应国家吸引海外消费回流，满足居民消费需求和加速升级旅游消费的号召，锐意发展，做强做大。先后取得了香港国际机场烟酒标段，首都国际机场T2、T3国际区，上海浦东、虹桥机场国际区，广州白云国际机场T1、T2国际区，澳门国际机场等

大型国际机场的免税经营权，也为上述机场带来了更加丰富的产品和更加具有国际竞争力的商品价格。

北京大兴国际机场的中标，必将进一步促进中免集团市场份额的持续扩大和国际竞争力的不断提升，为消费者带来更加丰富多样、质优价廉的免税商品，引领中国免税业务走上新的台阶。



Guangzhou

# 广州南沙国际邮轮母港11月正式投入使用

■张广文=采访报道

位于南沙湾的广州南沙国际邮轮母港将于今年11月正式投入使用,届时从南沙出发的航线和目的地将随之增加,邮轮旅客量也将达到新的高度。广州南沙国际邮轮母港将成为全国规模最大的邮轮母港综合体之一,可停靠目前在建的全球最大豪华邮轮,预计开通后年出入境游客可达75至100万人次。

广州中交邮轮母港投资有限公司有关负责人表示,南沙邮轮母港将主打众多亮点。

■首先,其与公交、地铁、港澳水上客运等交通方式紧密结合,为旅客集散提供多重便利。同时,邮轮母港航站楼与地铁四号线南沙客运港站,将通过地下通道相连,是国内第一家与地铁无缝接驳的邮轮母港。

■再者,南沙邮轮母港的口岸查

验通道数量位居国内第一,配合各种智慧化、高科技的查验设备,可有效提高通关效率。

■另外,其也是国内第一家采用国际知名品牌岸电系统的邮轮母港,为创建绿色港口提供有力的硬件支援。此外,航站楼三层及以上设置了开放式平台,为公众提供休闲、观光的空间和娱乐、餐饮等服务。

据了解,《关于加快广州国际邮轮产业发展的若干措施》提出,到2020年要将广州建设成为集邮轮码头、口岸通关、免税商城、观光旅游和主题酒店于一体的亚洲最大邮轮母港之一。广州国际邮轮母港综合体坐落于南沙湾4.6km黄金海岸线,规划建设22.5万吨级邮轮泊位和10万吨级邮轮泊位各一个,容纳全球大型邮轮。还规划按照世界航运标准打造的航站楼,以「鲸·舟」立意跃

然于海岸之上,成为自贸区海上门户、广州的城市新名片。

根据广州旅展上举办的邮轮旅游政策新闻发布会,新鲜出炉的《粤港澳大湾区规划纲要》对广州南沙邮轮带来不少政策利好,邮轮和旅游产业扶持新政为产业注入活水。目前南沙过关的邮轮旅客通关速度在同类口岸中排名前列,旅客自助通道目前已有16条。此外,还加强科技创新,研发启用了邮轮入境快速验放系统,实现了中国籍旅客乘邮轮入境扫码过关,比传统查验模式提速近一倍。

## 借政策扶持力助做强做大

南沙区文广新局有关负责人表示,通过政策引导和市场驱动作用,将有力吸引国际邮轮组织、邮轮公司、拓展邮轮业务的企业和旅行社,重大旅游项目落户

南沙,扶持本地旅游企业做大做强,健全南沙邮轮旅游的产业链条。

在扶持政策上,根据今年正式实施的《广州南沙新区(自贸片区)促进邮轮产业发展扶持办法》和《广州南沙新区(自贸片区)促进旅游产业发展扶持办法》,对将新建邮轮选择南沙作为首航母港的邮轮,按照航次的数量进行阶梯性扶持,邮轮公司的首航扶持最高可达120万元,而对将南沙作为始发港的新航线可获100万元扶持;其次,在环保方面,通过给予岸电服务补贴,每年对企业的扶持金额最高可达100万元。另外,在安全方面,因邮轮延误、缩减航程、取消航次、变更港口等原因所造成的影响,对邮轮公司或旅行社为旅客投保的保险费用给予补助,每家邮轮公司或旅行社每年扶持金额可达

100万元。

此外,对世界级邮轮公司落户南沙的,一次性最高可获500万元扶持奖励;对组织游客在南沙搭乘邮轮出入境的旅行社,每年最高可获200万元扶持奖励。同时,对新获得5A级旅游景区(点)的旅游企业可以一次性获得高达1,000万元的奖励,新评定的五星级酒店可以一次性获得高达500万元的补贴。

接下来南沙将继续探索策划推出「郑和下西洋」新航线,创新「邮轮+飞机」、「邮轮+高铁」、「邮轮+景区」等跨界发展新模式,「以点带面」推动旅游产业全面发展;并依托大湾区特色优势及国际航运中心的地位,构建文化历史、休闲度假、邮轮游艇等多元旅游产品体系,开发高铁「一程多站」旅游产品。

Shenzhen

# 深圳加强创新形象 宣传打卡热点

■张广文=采访报道

记者从深圳市文体旅游局了解到,深圳接下来将致力于挖掘打卡热点,让「创新之都」形象进一步提升,可吸引更多游客到访,并在朋友圈分享当地旅游亮点,从而形成口碑效应,亦值得商旅客会后前往一探。

深圳市文体旅游局副局长杨永群表示,深圳是个年轻的移民城市,也是一个土地资源不大的城市,对于旅游来说,深圳这块土地上没有名山大川,也没有名扬世界的历史文化资源,传统旅游资源相对缺乏。但是,深圳有「创新」这一宝贵资源,加上政府、社会各方面的努力,经过30多年的发展,今天的深圳已经是中国一个重要的旅游目的地、客源地和

出入境旅游集散地之一。

他进一步表示,这几年流行玩朋友圈,深圳高颜值的都市风情,已经成为网友经常在朋友圈刷屏的题材,说明深圳作为中国改革开放的视窗,「创意深圳,时尚之都」的城市文化气质已经深入到城市的方方面面,成为人们可欣赏、爱消费的旅游产品。

就打卡热点而言,近日全长约300米的「空中走廊」莲花山公园至深业上城段正式开通,瞬间成为了深圳最新打卡潮圣地。廊桥的两边种满了红棕色的芒草,特别适合打卡拍照。廊桥中间建了很多廊檐和长凳,还种了大红色的朱瑾和橙红色炮仗花,待繁华盛开之时,颜值将还会更上一层楼。廊桥通往深业上城三楼彩

色小镇,也是一个网红拍照打卡地。

另一方面,深圳仙湖植物园占地546公顷,包括仙人掌区、化石森林、裸子植物区、盆景园、水生园、孢子植物区、木兰园及罗汉松园等,是一个既可动动筋骨,享受大自然,又可打卡拍摄美丽照片的好去处。而占地约15,000余平方米的梅园,密密麻麻的种植了超过3,500棵不同种类的梅树,有潮塘宫粉、美人梅、朱砂梅、绿萼梅等,非常漂亮。推荐日落黄昏之时到访,金黄色的阳光,让所有的梅花都镀上了淡淡的金色,一整片金粉金粉的,形成一种震慑人心的自然美。

而建筑物设计新颖的深圳大学,不论是操场、教学楼、草地、

玻璃桥,还是棕色大墙,都非常适合拍照。其中,南区理工楼的全白设计,内外有很多楼梯交错,更是怎麽拍都好看。建议到访者提前穿衣配搭,对比色越强烈越好看,鲜艳颜色或卡其色系也都十分适合。学校还提供类似旅游景区的观光车,让人上车就能随意抵达校内的任一地点。

前身是工业区的华侨城创意园,共分南北两区,占地超过60万平方米,建筑设计和园区规划都很适合拍照。其商店、咖啡厅都是独一无二的,充满着浓厚的艺术文化气息,就连星巴克,也都装



潢的古色古香,非常有特色。

特别的是,位于深圳蛇口区的G&G创意社区,色彩感特别强烈,以少女心爆发的糖果系货柜箱和粉色系建筑外墙为设计重心。场景丰富,粉红尾巴草、型格货柜箱、涂鸦墙、粉红椅子等,每个角落都很适合拍照打卡,同样是一个能耗上一两小时的好地方。

此外,过夜必住3间无边际泳池酒店则包括:可欣赏大鹏湾海景及梧桐山山景的深圳盐田凯贝丽君临海域服务公寓、尽览福田区繁华城市景的深圳福田辉盛阁国际公寓,以及拥有私人沙滩和一望无际大海景的深圳龙岗奥比都斯民宿。

其他值得前往的打卡处包括了众多购物中心,如万象城、海上世界、欢乐海岸等,以及诚品在华南地区的首家分店—诚品生活深圳店。

Haikou

# 海口积极以会展营销城市为定位

海口积极以会展营销城市为定位,主打一场文化课堂、一场活动、一部微电影、一首歌、一本书,通过近期在当地举行的丰富活动与宣传计划,展示当地适合举办会展活动的优势,期望吸

引更多企业团队选择前往海口举行MICE活动,并享受当地丰富的旅游资源。

海口市会展局表示,海口即将启动六场营销活动,积极开展岛外促销推介,为本地会展发展再赋能。

同时,计划奔赴北京、上海、厦门、杭州等地,与各行业企业代表、展会买家交流洽谈,增进了解,争取企业团队选择海口为首选会展目的地,并共同探讨合作前景与合作方式,一起重塑会展业生态,以提升

■张广文=采访报道

海口当地会展服务,推动行业进一步发展。今年海口还计划针对会展人员,举办一场大型音乐会,让会展和音乐、娱乐、文化等元素连接,展现当地的多元性。

其实,近期海口在会展方面投入力度大,动作频频,非常积极。藉由会展财富论坛举办之际,海口于琼台福地上演了一场文化课堂,让更多参与活动的与会者,了解到海口的历史以及当地别具特色的会

展场地。

除了在海口举办多个MICE活动,海口也积极前往中国其他城市,包括上海等,举办专场推介会,强调当地在会展方面的创新与品质。另一方面,海口近期更是运用微电影的方式,展示了海口人的服务热诚,及成功举办会展活动之案例,进而赢得海外专业人士的目光。



# MEET **Slow Travel** *in* Taiwan



*Taiwan* is fast becoming a popular destination for "slow travel", the type that enables visitors to immerse themselves in a unique environment and new experiences. After conferences and meetings in Taiwan, a leisure tour on this beautiful island would be the ideal slow way to relax and unwind. Many sites are located only an hour's drive from the big cities, such as Taipei and Kaohsiung. Mountains, beaches, and cultural villages are easily accessible. Not far from the center of Taipei City, to the north and south, there are also soothing hot springs. Plus, there are plentiful tea plantations that offer tea tasting, tea making, and tea ceremonies. For an oceanic treat, visit Kenting in the southeast area of Taiwan or Penghu, one of Taiwan's outlying island chains.



Tea plantation



Sun Moon Lake



Penghu

A visit to a famous attraction in Taiwan can be an experience, not just a sightseeing trip. For example, one can go on a bicycle tour. Sun Moon Lake features biking trails listed in the world's top ten by CNN. In Hualien County, Fenglin (literally "phoenix forest") is the first township in Taiwan to be recognized as a "Slow City" by Cittaslow International. Here, one can temporarily forget busy work schedules and enjoy the slow lifestyle and slow food.

In addition to slow travel options, Taiwan offers a myriad of unique meeting venues, such as Songshan Cultural Park in Taipei, Cultural Heritage Park in Taichung, and an broad assortment of government-renovated historical areas and buildings. Besides being a unique and alternative choice, hosting a meeting in this type of untraditional venue may even motivate employees to think outside of the box, inspiring more creativity and innovation. MEET TAIWAN sincerely invites your company to Taiwan for not only a distinctive meeting experience, but also a slow one.

## MEET TAIWAN Booth PR Activity:

### Roll the Dice, Go Taiwan

During IT&CM China 2019 in March, famous attractions of 22 Taiwan cities and counties will be featured at the Taiwan Pavilion. To learn more about Taiwan's coastal cities, famous locations, and activities, visit the **MEET TAIWAN booth (B2)**. You can also participate in a "Roll the Dice, Go Taiwan" activity during March 20<sup>th</sup> to 21<sup>st</sup> that will result in getting a unique gift from Taiwan.

### 宝岛大富翁 带您游台湾

2019年IT&CM China展览期间, **台湾馆(B2)** 将向您介绍22个在地城市会议暨奖励旅游资源, 欢迎于展览期间莅临台湾馆, 参加「宝岛大富翁 带您游台湾」活动, 即有机会获得精美小礼品及神秘大奖。



## Business Events in Surprising Taiwan (BEST) Rewards Program

### We bring out the BEST for you!

For a group of more than 20 visitors to Taiwan, enjoy a:

#### GROUP PACKAGE

- MEET TAIWAN amenities
- Welcome kits for group members
- VIP souvenirs
- Visa application assistance

### BEST Rewards Program

To attract corporate and incentive groups, MEET TAIWAN's Business Events in Surprising Taiwan (BEST) Rewards Program provides two support packages to both MICE delegates and planners. Designed for foreign company groups interested in organizing meetings in Taiwan, the Inspection Package features site inspection visits to meeting/special venues, visa application assistance, inspection subsidies, and more. The Partner Package, on the other hand, is designed to help MICE planners and agencies promote Taiwan to their clients by offering itinerary recommendations, venue introductions, site inspection arrangements, and local supplier and business matching.



#### About MEET TAIWAN

Since 2009, the Bureau of Foreign Trade (BOFT) under the Ministry of Economic Affairs (MOEA) has been dedicated to improving Taiwan's MICE industry. Continuing its industry investment, the Taiwan's MICE Promotion Program (MEET TAIWAN) is steering Taiwan's MICE industry towards the global stage. The Taiwan External Trade Development Council (TAITRA) is the BOFT-authorized organizer of the MEET TAIWAN program.