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&CMI 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 Gain-ingEdge 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 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 F 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.

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 Nav-arrana, 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 in north-eastern China

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 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 said, 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.”
Developing and growing together

By Bidi Ji

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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 itineraries 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 Hula 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 Meta Yangon, its recently opened 46-key urban golf resort is described by Pun as “perfectly positioned in the heart of Yangon, providing comfort in stylish rooms; as well as priority access to the brand’s Worktainment concept, and be dedicated to the meetings and events sector. The property will provide some 17,700m² of combined banquet and function spaces comprising a Grand Ballroom, a Lecture Hall with 1,200 seats, and eight meeting rooms of varying sizes.

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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.

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 Yaying county that will sport the brand’s Worktainment concept, and be dedicated to the meetings and events sector. The property will provide some 17,700m² of combined banquet and function spaces comprising a Grand Ballroom, a Lecture Hall with 1,200 seats, and eight meeting rooms of varying sizes.

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Developing and growing together

By Bidi Ji
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始创于1999至今
体验奢华梦幻之旅，登上蒲甘热气球欣赏多达2000个风格迥异的佛塔。

www.memoriesgroup.com
Business ties that bind

By Pamela Chow

The 13th edition of IT&CM China and CTW China 2019 has returned with a redesigned programme featuring adjacencies 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 ITG 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. The new attraction will be a one-on-one 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 TCEB, 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.

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 firewheel 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 firewheel, because in an outbreak of a forest fire would usually engulf a large land space.

Another new CSR activity includes the PTT Metro Forest Learning Center, a 19,000m² 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 activities that 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.
“来长隆怎么玩？”

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Macau 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.

Macau 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 IPTF 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 video 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.

“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.”

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

MGM vice president of resort sales, Victoria Fush, 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, Rutgers 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?**

**Elekon**

Elekon, 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 zipline 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 70m² in size and comes with a sunken living room, separate bedroom and lavish bathroom.

**Zero Latency**

Macau’s first free-ream, multiplayer VR experience Zero Latency was rolled out at Broadway Macau in June 2018. This 200m² 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.

**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 Shenzhen 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 15,000m² resort ground’s tropical pools, waterfalls, outdoor spa and reception.

**Destination: Macau**

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.
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

There 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 benefitted business overall.

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

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.

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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

China 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 Chaoge, 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.

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 complement 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 45,000m² 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 hotel’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, down the central coast and along the city’s famous Waterfront. The vessel can seat up to 100 people.
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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

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

**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 Agriculture and Educational Exhibitions Expo Site will house various recreational areas.

**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, with 106 rooms, including 15 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 341,120m² 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 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 photographs taken as the hotel has introduced what it says is an industry-first, with its Photography Butler service.

“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?**

**CTW CHINA**
News

Macau

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政策支持

■张广文=采访报道

近日，澳门贸易投资促进局发表新一季《澳门DCT调查》指出，澳门作为国际旅游休闲中心，正积极发展会展业，以吸引更多国际会奖项目落户澳门。

《澳门DCT调查》显示，2018年澳门会奖产业表现强劲，全年会奖活动数量、人数及营业额均实现增长。

在2018年，澳门举办的会奖活动数量达到343场，同比增长10.3%；参与人数达到34.8万人次，同比增长6.2%；营业额为134亿澳门元，同比增长17.3%。

澳门贸促局常务副主任黄嘉琪表示，澳门会奖业在过去一年实现显著增长，得益于澳门政府对会奖业的政策支持，以及澳门会奖业的持续发展。

黄嘉琪指出，澳门会奖业的持续发展得益于政府对会奖业的政策支持，以及澳门会奖业的持续发展。澳门会奖业在过去一年实现显著增长，得益于政府对会奖业的政策支持，以及澳门会奖业的持续发展。

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Exploring lesser-known facets of Shanghai

By Bidi Ji
粤港澳大湾区发展规划纲要》指明方向

《粤港澳大湾区发展规划纲要》指出，要培育建设世界级旅游目的地，推动旅游业与相关产业融合发展。具体措施包括：举办大型国际旅游会展活动，建设世界级旅游目的地品牌；推动旅游业与文化、体育等产业融合发展，打造世界旅游休闲中心；推动旅游业与金融、科技等产业融合发展，打造国际重要金融中心和全球重要的科技创新中心；推动旅游业与信息、交通等产业融合发展，打造国际信息中心和交通枢纽中心等。

《粤港澳大湾区发展规划纲要》还提出，要建设国际旅游枢纽、打造世界级旅游目的地、推动旅游业与相关产业融合发展，打造世界旅游休闲中心，成为国际旅游目的地。

《粤港澳大湾区发展规划纲要》指出，要推动旅游业与文化、体育等产业融合发展，打造世界旅游休闲中心；推动旅游业与金融、科技等产业融合发展，打造国际重要金融中心和全球重要的科技创新中心；推动旅游业与信息、交通等产业融合发展，打造国际信息中心和交通枢纽中心等。

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广州南沙国际邮轮母港11月正式投入使用

广通社广州南沙国际邮轮母港

广州南沙国际邮轮母港11月正式投入使用，该母港是全国第四大、华南地区最大的邮轮母港，将为广州南沙乃至粤港澳大湾区的旅游发展带来新契机。

广州南沙国际邮轮母港位于广州南沙区南沙湾珠江口东侧，总建筑面积约13万平方米，是南沙国际邮轮母港的主码头。母港建设有4个大型泊位，可同时停靠4艘邮轮，年设计客运能力达到1000万人次。

母港内设有多个功能区域，包括旅客集散区、码头交通区、商业服务区等。码头交通区设有连通港区和南沙客运港的地铁接驳线，旅客可通过地铁直达母港。

母港的商业服务区拥有多个高端品牌，包括世界名品店、特色餐厅等，为旅客提供一站式的购物和餐饮体验。

此外，广州南沙国际邮轮母港还将举办各类文化活动和展览，如南沙旅游文化节、南沙国际美食节等，丰富旅客的旅游体验。

母港的建成运营，将推动广州南沙乃至粤港澳大湾区的旅游产业发展，提升广州南沙的城市形象和国际地位。

（记者：王盛）
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.

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 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&C 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 20th to 21st that will result in getting a unique gift from Taiwan.

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.