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国际会展旅游 | Incentive Travel & Conventions, Meetings
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CTW 中国 China
国际商旅大会

IT&CM China and CTW China
March 19, 2019 • Shanghai, China

Issue

1

TTG Asia
FEATURE
OF THE YEAR
2018, 2017
MPAS Awards

TTGAssociations • TTG Asia
TRADE MEDIA
OF THE YEAR
2017 (Travel) • 2015
MPAS Awards

TTGmice • TTG Asia Luxury
TRAVEL JOURNALISM
BUSINESS ARTICLE
2018, 2014, 2013, 2011 & 2009 • 2016
PATA Gold Awards

TTGAssociations
JOURNALISM EXCELLENCE
PRINT & ONLINE
2016
Anak Sarawak Award

TTG Asia
MOBILE APP
OF THE YEAR 2015
(Merit)
MPAS Awards

New MyCEB perks soon

By S Puvaneswary

A new support programme to replace Malaysia Twin Deal XP – which ran for two years, from January 1, 2017 to end-2018 – will be announced in April.

The Malaysia Convention & Exhibition Bureau (MyCEB) shared with *TTG Show Daily* that the new programme would be launched during the NTO's annual roadshow in Beijing, Shanghai, Chengdu and Shenzhen from April 15-22.

As with past MyCEB support programmes, the new programme aims to attract more international corporate meetings and incentive groups to Malaysia, while providing a boost to the nation's agenda of attracting 28.1 million tourists to the country in 2019.

While details of the value-added support have yet to be revealed, travel trade players commented that "sponsorship"

was necessary to compete for a key market like China.

Mint Leong, managing director, Sunflower Holidays, said: "I hope MyCEB continues to provide partial sponsorship for the gala dinner F&B. Cash support for procuring space for meetings and dinners can also help lower the overall cost, and would give Malaysia an edge when competing at the bid stage."

She commended the Malaysia Twin Deal XP programme, which provided special cumulative rewards for international corporate meeting and incentive planners who met the criteria of bringing in at least 500 international participants.

Leong added: "I believe there are plenty of new opportunities to tap corporate meetings and incentive groups from China's second-tier cities. Group sizes may not be as big as Beijing and

Shanghai, but the smaller groups present an opportunity to promote the smaller cities in Malaysia."

Oh Kin Tat, project director, KT Conference & Events, hoped MyCEB's new support programme would be extended to reduce the cost of bringing in renowned international speakers to help attract more delegates.

"I hope there will also be a budget set aside to support the cost for simultaneous translation," he said.

On new China opportunities, he said business events related to the agriculture sector was something for Malaysia to further tap into.

Francis Teo, head, convention centre at Setia City Convention Centre, suggested MyCEB include invitations to corporate end-users during the roadshows.

He said: "If we can meet up with end-users directly, we have a better chance of convincing them to hold their events in Malaysia."



Leong: opportunity to tap secondary cities

South Tangerang grows in stature

By Tiara Maharani

Indonesia's business events leaders believe that up-and-coming South Tangerang, a city neighbouring Jakarta, is the next big thing for big Chinese events, highlighting its proximity to Soekarno-Hatta International Airport and Indonesia Convention Exhibition (ICE) – the country's biggest venue – as selling points.

Ryan Adrian, president director Indonesia International Expo (holding company of ICE) shared that the 19th Teochew International Federation Convention held at ICE in October 2017, with some 5,000 participants, was the biggest event from

China so far, and he is eyeing at least a big event from China in 2020.

ICE, located in BSD City, boasts 10 exhibition halls, a 50,000m² outdoor exhibition space, a 4,000 m² convention hall divisible into four, 33 meeting rooms, and a 12,000m² pre-function lobby.

The Indonesia Industrial Event Council said 25 per cent of member events in 2018 were held in collaboration with a China business partner or originated from China.



Adrian: attractive to buyers and sellers

Irvan Mahidin, he council's vice chairman, said target growth for 2019 was 40 per cent, with opportunities in agriculture and raw materials.

Mahidin added South Tangerang was accessible by toll road from Jakarta and Bandung – in about 30 minutes – and exhibitors can easily transport goods from the airport or seaport to the hall.

"The local government is very cooperative in helping organisers, ranging from immigration, to customs, to taxation," Mahidin said, adding that he hopes to convince exhibition organisers, especially from China, to relocate their events from the capital.

HK's room rates to remain stable

By Prudence Lui

Hong Kong's industry has played down the impact on the city's room rates despite the closure of the 869-room Excelsior Hong Kong on March 31, and additional traffic driven by new infrastructure like the Hong Kong-Zhuhai-Macau Bridge (HZMB) and High Speed Rail (XRL).

China Travel Service HK Metropole International Travel Services' deputy general manager, George Kai, said: "The closure of The Excelsior may have some impact, but it would not be dramatic given additional new supply. Moreover, visitors travelling through the HZMB are mostly same-day travellers, and the stronger RMB means lower prices when converted into Hong Kong dollars. Although hotel rates may be outrageously priced during peak season, it is short-lived and the market has remained rational."

Sincere International Travel Service chairman, Charles Ng, forecasts room rates for business events this year will be stable as more tour groups are switching to more affordable hotels in Zhuhai or Shenzhen with the improved accessibility by XRL and HZMB.

Ng said: "With thousands of new rooms coming online, hotel rates will be more or less the same like last year."

Meanwhile, the Hong Kong Tourism Board recorded 959,000 overnight MICE visitors from China, down 2.9 per cent compared to 2017. The board's spokesperson commented: "The total number of hotel rooms is expected to reach to about 84,000 in 2019, an increase of 2,500 from 2018. We believe the new hotels will help stabilise hotel room rates."

STR Global reported hotel occupancy and ADR for Hong Kong in 2018 increased by 1.3 per cent and 8.3 per cent to 87.7 per cent and US\$234.70 respectively.

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Setia

High demand for a hot city

The outlook is buoyant and rates in Shanghai have climbed despite the injection of luxury and business hotels catering to domestic and international meeting delegates, discovers **Caroline Boey**

Demand for Shanghai remained high in 2018 with room rates rising despite the increase in hotel inventory, and market sentiment for 2019 is expected to be buoyant according to industry members.

Julien Delerue, founder and CEO, 1000meetings, an RFP technology platform with a database of hotels in China spanning the last 10 years, observed room demand in Shanghai was strong in 2018. He commented the market was healthy and doing well and top-end hotels rates increased.

“For the last two years, the average five-star room rate was around RMB1,000 (US\$146). Now the rate ranges between RMB1,300 and RMB1,500 during peak periods, Delerue commented.

However, Shanghai also offered plenty of four-star and lower-category room options below RMB1,000, he said.

Pacific World China, which has strong partnerships with China’s five-star hotels, also affirmed the positive market sentiment. Violet Wang, destination manager, shared that most hotels in the country “are really optimistic at least until the end of 2019”.

Have a good budget if choosing Shanghai, advised Sam Braybon, director, Bespoke Travel Company. China is not cheap and a high level of service is as expensive as any major city in Asia, he opined.

As for the international association meetings sector, Patrick Chen, deputy director, International Promotion Department, Shanghai Municipal Tourism Administration, said demand had been “stable for the last two years” as meetings were confirmed three to five years in advance.

Chen commented: “International



Modern and colonial buildings in downtown Shanghai sparkle after dark

technology and medical association meetings are strong and corporate meetings – up to 3Q2018 – have increased.” He attributed the good result to developments such as the September launch of the daily Hong Kong-Shanghai high-speed rail service, the introduction of direct flights such as the Atlanta-Shanghai flights and the increase from 51 to 53 the number of countries with visa-free entry privileges.

“The outlook for 2019 will depend on China’s economic development, but growth for international association meet-

ings should continue to be stable,” Chen forecasted.

Kin Qin, deputy general manager, Century Holiday International Travel Group, said the continued increase in air capacity and hotel inventory in Shanghai made it a popular destination and its image was also getting stronger.

“There are a lot of air access choices to Shanghai and the supply of new hotels has been increasing over the last two years.”

Industry observers added new devel-

opments such as the opening of the new Shanghai EDITION hotel, with nine different F&B venues, and Columbia Circle – a revived historical area with good bars and lots of event potential – are enhancing the city’s appeal.

Another improved attraction is the newly renovated and extended Shanghai History Museum, also known as the Shanghai Municipal History Museum. It reopened in 1Q2018 and now contains a 9,800m² exhibition area with around 1,100 artefacts.

VIEWPOINTS

How will Shanghai perform for business events in 2019 for your company?



Shanghai will continue to be popular for our domestic and international incentive clients in

2019 because its image is getting stronger with the continued increase in air capacity, hotel inventory and new attractions like the Shanghai Haichang Ocean Park.

The ability to organise events such as sidecar tours in Jingan, big bus tours and the Michelin-star restaurant scene make Shanghai appealing.

Shenzhen-based Kin Qin, deputy general manager, Century Holiday International Travel Group



The volume of our event business nearly doubled in 2018 and will continue to grow in 2019. International and domestic demand

from sectors such as healthcare, finance, technology and consumer retailers is booming. So are industries like clean power, automotive and event logistics.

The focus of our traditional North American and European source markets is now on business collaborations with China, and this trend will continue as long as China’s economy continues to grow.

We are also seeing very strong increases among our domestic and Asia-Pacific clients.

Shanghai-based Violet Wang, destination manager, Pacific World China



Despite the China-US trade war, corporate bookings to Shanghai continue to be stable and we are seeing an increase in demand

from technology companies and other businesses which continue to do business with China.

There is growing interest in China’s incredibly vibrant high-tech scene and we are helping our clients engage by giving them smartphones to play around with to get around using (mobile transportation platform) DiDi Chuxing or riding Mobikes, ordering Luckin Coffee – the company taking on Starbucks, or visiting one of Alibaba’s futuristic HeMa supermarkets.

Beijing-based Sarah Keenlyside, founder and CEO, Bespoke Travel Company



We forecast growth of about five to 10 per cent for Shanghai in 2019 as there are a lot of good opportunities as many companies continue to be curious about China’s rapid evolution.

The opening of the new Shanghai EDITION hotel, Columbia Circle – a revived historical area with good bars and lots of event potential – and the newly renovated and extended Shanghai History Museum, are enhancing the city’s appeal as a meetings destination.

Shanghai-based Sam Braybon, director, Bespoke Travel Company

TALKING NUMBERS

- 1

Shanghai's ranking in the top 10 Asia-Pacific cities in 2019, according to CWT Travel Meetings & Events.
- 23

In per cent, Delta Air Line's 2018 year-on-year growth of China-US capacity, with 42 departures per week between the two countries.
- 61

The latest 2017 report showing the number of events hosted by Shanghai based on ICCA's international association meetings criteria.
- 116

The number of members in Shanghai's Conference Ambassador Program, which increased by six in 2018.
- 27,000

In m², the size of the 2018 inaugural China International Import Expo held at Shanghai's National Exhibition and Convention Center in November. The 2019 event is expected to increase to 40,000m² in 2019, according to the Shanghai Municipal Tourism Administration.





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



From left: Zhujiajiao; Shanghai History Museum

Discover Shanghai's fascinating faces

Find out the city's history and enjoy what it has to offer. **Caroline Boey** asks industry members to recommend the must-see and must-do

■ Kick-start the day with **morning tai chi** at the Bund or at a local park like Zhongshan Park, Jingan Park and People's Park. DMCs can organise private sessions for groups to learn the ancient art, or delegates who know the basics can try to join the locals in action.



■ The new **Shanghai Haichang Ocean Park**, located beside the Dripping Lake of Pudong New Area, houses a five-star hotel with animal-themed rooms, two large cinemas and multiple recreational facilities. Enjoy close encounters with underwater life, watch interactive performances, explore six exhibitions and unique Arctic and Antarctic scenery at the 29.7 hectare attraction.

■ Take in the sights of old and new Shanghai on a **Huangpu River cruise**, which showcases the city's contrasting colonial architecture along the Bund and modern skyscrapers on the other side. Set off when there is still daylight and watch the twinkling transformation as night falls.

■ **Xintiandi**, a popular Shanghai lifestyle attraction offers myriad F&B and recreational options. Located in the city centre south of Middle Huaihai Road, the sprawling complex of buildings – comprising Shanghai's 19th Century shikumen and modern architecture – house cafés and international restaurants, drinking holes, fashionable shops, cinemas and other types of entertainment.

■ The **Yu Garden** – a famous classical garden, which dates back to the 16th Century – is a suitable place for groups to wander about for an hour or so. Located in Anren Street, visitors can explore the unique characteristics of its pavilions, halls, rockeries, ponds and cloisters.

■ After a two-year makeover, the **Shanghai History Museum** – also referred to as the Shanghai Municipal History Museum – reopened in April 2018. Its new extension contains a 9,800m² exhibition area, with around 1,100 artefacts. Visitors can view the museum's bilingual static and state-of-the-art interactive displays on their own and groups with more than 20 people can book the free guide service.

■ For a small group outdoor activity, **cycling around Shanghai's historic district** with an expert guide allows visitors the chance to discover a local and rustic perspective of the modern city. Bespoke Travel Company's cycling tour takes visitors into the narrow lanes of the former French Concession and the lively, traditional open market of the remaining Old Town.

■ **Zhujiajiao**, which is sometimes referred to as Shanghai's Venice, is a charming water town suburb. The ancient attraction, which was founded more than 1,700 years ago, is connected by some 36 bridges in different shapes and styles, some made from wood, others of stone or marble. The best way to admire the bridges and enjoy the destination is on a leisurely canal cruise.

■ For an exciting top-of-the world experience, and boasting rights, the observation deck at the new **Shanghai Tower** – the tallest building in China – offers stunning panoramic vistas. The view from Shanghai World Financial Center's 474m-high observatory – the second tallest – is equally good. Both skyscrapers are located in the Lujiazui Finance and Trade Zone in Pudong.

■ Shanghai's nightlife is on par with any international city. Those in the know recommend the Bund's **Lost Heaven** for mouth-watering Yunnan cuisine, or the European and international menu of the **House of Roosevelt**, served with a view. The restaurant and bar scene a short distance away in Hengshan Road and the hidden gems in Yongjing Lane are also noteworthy.



Clockwise from top: Shanghai Haichang Ocean Park; Yu Garden; Lost Heaven

Find your partners at the show

The participants featured are just a few of the thousands attending this year's IT&CM China. *TTG Show Daily* finds out what are some 2019 business trends and the products on offer



Juniper is a global technology company in over 40 countries, with six offices in China. The people I want to meet include those in travel technology, hotels, venues, TMCs, airlines, car rental companies, safety security tracking and payment gateway technology. I hope the vendors of these companies can help me understand the products they offer which I can incorporate into our corporate travel management operations.

Ashok Shanmugam

Manager-travel, Juniper Networks, India



My target are financial companies who have suitable payment solutions for air, train, hotel bookings and how to manage advance payments. It will be great if I can find an effective financial product that can help my company pay suppliers. I think the industry leader, in the next five years, is the company which can combine their travel products with their financial product.

Martin Tang

General manager, Shanghai Quanfu Industry, China



I want to meet suppliers who can demonstrate and showcase products with an exceptional wow factor. My clients are well travelled and I have is to find destinations and products that are inspiring, engaging and memorable.

Swee McGowan

Executive assistant to the managing director, Mazda Motors Of New Zealand, New Zealand



Our outbound business to Asia is expanding and I want to meet representatives from hotels, and also DMCs, who specialise in high-end groups. Our main requirements are that our clients are well taken care of, and their needs are fulfilled.

For this reason, we need to know the suppliers that we are dealing with as our clients trust our judgement on these matters.

Martin Ellis

Managing director, Team Umbrella, UK



LaLiga is looking for venues in China to develop its next events. From September 2019 to June 2020, we are planning to work with some of them, so it will be very important to have all the information possible. We are open to meet with different hotels, sport venues, congress centres, convention bureaus and so on.

Rafael Martin Fernandez

Global travel manager, LaLiga, Spain



Our attraction was voted the number one Travelers' Choice Experience in Australia on TripAdvisor in 2018, and the best teambuilding activity for MICE groups in Sydney, where 99.7 per cent rate their experience good to excellent, a once-in-a-lifetime experience, a must do-activity in Sydney and the best team activity to work alongside with partners.

Elizabeth Li

Sales manager, BridgeClimb Sydney, Australia

Suited for company meetings and business incentives, Promisedland Resort, in Hualien, is the only resort in Taiwan that is located in a successfully rehabilitated nature park featuring a stream runoff from the central mountain range. Guests can bake bread using a stone oven, go on bicycle tours and aboriginal raft rides and take handicraft lessons. The resort design is inspired by the work of Spanish architect, Antoni Gaudi, and the green resort was developed using organic building materials.

Gladys Chen

Director of Oversea Business Development, Promisedland Resort & Lagoon, Taiwan



We are the first integrated resort in Jeju with a multipurpose MICE facility, and it is visa-free entry.

David Kim Cheolhun

Manager, Jeju Shinhwa World, Jeju Island, South Korea



Discover a one-stop integrated resort in a world heritage city of gastronomy, mature convention and exhibition facilities and culture that is a blend of east and west. At Galaxy Macau, our professional hospitality team members will not only help you customise any event, but will also help you save time and money on event management and recommend unique venues to wow your participants and enhance their experience.

Victor Lau

Assistant senior vice president, Galaxy Macau, Macau



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“来长隆怎么玩？”



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 **长隆香江酒店**
Chimelong Xiangjiang Hotel

珠海区:  **横琴湾酒店**
CHIMELONG HENGQIN BAY HOTEL

长隆
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 **长隆迎海酒店公寓**
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Programme Highlights

Correct as of 7 March 2019

Legend

● Exhibitor ● MICE Buyers ● Association Buyers ● Media ● Trade Visitors ● Corporate Travel Managers ● Conference Delegate

18
Mar

All Events Are Held At Shanghai Convention & Exhibition Center of International Sourcing (SHCEC) Unless Stated Otherwise

Exhibitors, Buyers, Media and Speakers Registration | 1030 – 1700hrs | Exhibition Hall Lobby, Level 1 | Official Hotels ●●●●●

Shanghai Local Food Tour | 1830 – 2200, 1900 – 2230, 1930 – 2300hrs ●●●●● (Pre-registration Required)

Lost
Plate
FOOD TOURS



19
Mar

Pre-Show Shanghai City Tour
0800-1200hrs ●●●●●
(Pre-registration Required)

EXO
EVENTS



China Business Event Federation Forum

Innovate and Develop Hand in Hand

0800 – 1500hrs | Ballroom, Basement 1, Courtyard Marriott Changfeng Park ●●●●●
(Invited Guests Only/Pre-registration Required)



Exhibitors, Buyers, Media and Speakers Registration

0900 – 1700hrs | Exhibition Hall Lobby, Level 1 | Official Hotels ●●●●●

IT&CM China and CTW China 2019 Official Press Conference

1400 - 1500hrs | Meeting Room 3, Basement 1, Courtyard Marriott Changfeng Park ●

Say Hi to Everyone

Event Briefing | Networking Coffee Break | Interactive Ice Breaker

1500 – 1620hrs | Ballroom, Basement 1, Courtyard Marriott Changfeng Park ●●●●●

Welcome Remarks

1620 – 1630hrs | Ballroom, Basement 1, Courtyard Marriott Changfeng Park ●●●●●

Keynote Address

Sustainability Through Innovation

1630 – 1730hrs | Ballroom, Basement 1, Courtyard Marriott Changfeng Park ●●●●●

IT&CM China and CTW China 2019 Joint Opening Ceremony and Welcome Dinner | 1830 – 2100hrs | You Yi Grand Ballroom, Hilton Shanghai Hongqiao ●●●●● (Entry By Badge or Invite Only)



20
Mar

Exhibitors, Buyers, Media, Speakers and Trade Visitors Registration | 0900 – 1700hrs
Exhibition Hall Lobby, Level 1 ●●●●●

Exhibition and Appointment Sessions | 0900 – 1150, 1400 – 1750hrs | Exhibition Hall Lobby, Level 1 ●●●●●

Association Day



Forum 1

Hosting International Association Meetings

0900 – 1000hrs | Presentation Area, Exhibition Hall, Level 1 ●●●



IMEX-MPI-MCI Future Leaders Forum 2019 | 0930 – 1730hrs
Room 3M1, Level 3 (Invited Guests Only)

Meet The Corporates | 1015 – 1115hrs
Knowledge Hub, Exhibition Hall, Level 1 ●●●
Featured Exhibitors:



Exhibition Walkabout | 1015 – 1115, 1515 – 1615hrs

Exhibition Hall, Level 1 ●●●

Featured Destinations:



Brand Showcase Presentations

Presentation Area, Exhibition Hall, Level 1 ●●●●●

- 1130 - 1150hrs Qingdao Municipal Culture and Tourism Bureau
- 1400 - 1420hrs Malaysia Convention & Exhibition Bureau (MyCEB)
- 1425 - 1455hrs Meet Taiwan
- 1450 - 1510hrs Taiwan Tourism Bureau
- 1630 - 1650hrs Xiamen Municipal Bureau of Convention and Exhibition Affairs
- 1650 - 1710hrs Zhuhai International Convention & Exhibition Center

Power Innovation Luncheon | 1200 – 1300hrs
Knowledge Hub, Exhibition Hall, Level 1 ●●●●●
(Limited Seats, Entry By Coupon or Buyer and Media Badge only)



Networking Luncheon | 1200 – 1345hrs | Buyers' Lounge, Exhibition Hall, Level 1 ●●●●●

Hosted Luncheon | 1230 – 1345hrs
Courtyard Marriott Changfeng Park ●●●●●

CTW China Keynote Address
2019 China and Asia Pacific Business Travel Market Outlook
1400 – 1500hrs | Knowledge Hub, Exhibition Hall, Level 1 ●●●●●

Your Favourite Hong Kong Style Afternoon Tea by Hong Kong Tourism Board (HKTb) | 1500 – 1600hrs
Booth A3, Exhibition Hall, Level 1 ●●●●●

Networking Coffee Break | 1500 – 1535hrs
CTW Exhibition, Exhibition Hall, Level 1 ●●●●●

Cocktail Reception by Macao Trade and Investment Promotion Institute (IPIM) | 1530 – 1630hrs | Booth A2, Exhibition Hall, Level 1 ●●●●●

CTW China Conference | 1540 – 1715hrs
Knowledge Hub, Exhibition Hall, Level 1 ●●●●●
1540 - 1625hrs | 2019 China and Asia Pacific Business Travel Market Outlook
1630 - 1715hrs | Managing Supplier Relationships

Shanghai Local Food Tour | 1900 – 2230, 1930 – 2300hrs
●●●●● (Pre-registration Required)



21
Mar


Exhibitors, Buyers, Media, Speakers and Trade Visitors Registration | 0900 – 1700hrs
Exhibition Hall Lobby, Level 1 ●●●●●

Exhibition and Appointment Sessions | 0900 – 1200, 1400 – 1715hrs | Exhibition Hall, Level 1 ●●●●●



Forum 2
The New Stage of International Association Development
0900 – 1000hrs | Presentation Area, Exhibition Hall, Level 1 ●●●●●

Association Day



中国商务会展联盟
CHINA BUSINESS EVENT FEDERATION

Meet The Corporates | 1015 – 1115hrs | Knowledge Hub, Exhibition Hall, Level 1 ●●●●●

- Accor Hotels • Evergrande Venice Resort • Hard Rock International
- Sunway Hotels & Resorts • Zhuhai International Convention & Exhibition Center

Exhibition Walkabout | 1015 – 1115, 1515 – 1615hrs
Exhibition Hall, Level 1 ●●●●●



- Department of Tourism, Culture, Radio, Television and Sports of Hainan Province
- GL events
- Macao Trade and Investment Promotion Institute
- Qingdao Municipal Commission of Tourism Development
- Taiwan Convention & Exhibition Association
- Thailand Convention and Exhibition Bureau
- Tourism Promotions Board Philippines
- Xiamen Municipal Bureau of Convention and Exhibition Affairs

Brand Showcase Presentations
Presentation Area, Exhibition Hall, Level 1 ●●●●●

- 1130 - 1150hrs Macao Trade and Investment Promotion Institute
- 1400 – 1420hrs Department of Tourism, Culture, Radio, Television and Sports of Hainan Province
- 1425 – 1445hrs GL Events

Power Innovation Luncheon | 1200 – 1300hrs
Knowledge Hub, Exhibition Hall, Level 1 ●●●●●
(Limited Seats, Entry By Coupon or Buyer and Media Badge only)



Networking Luncheon | 1200 – 1345hrs | Buyers' Lounge, Exhibition Hall, Level 1 ●●●●●

Hosted Luncheon | 1230 – 1345hrs
Courtyard Marriott Changfeng Park ●●●●●

CTW China Conference | 1400 – 1650hrs
CTW Exhibition, Exhibition Hall, Level 1 ●●●●●
1400 - 1445hrs | The Technology Landscape in China - Managing Technology Disruption
1515 - 1600hrs | Corporate Travel and the Impact from the Sharing Economy
1605 - 1650hrs | Which Payment Mode is the Most Effective?

Networking Coffee Break | 1450 – 1510hrs
CTW Exhibition, Exhibition Hall, Level 1 ●●●●●

Your Favourite Hong Kong Style Afternoon Tea by Hong Kong Tourism Board (HKTb) | 1500 – 1600hrs
Booth A3, Exhibition Hall, Level 1 ●●●●●

Cocktail Reception by Macao Trade and Investment Promotion Institute (IPIM) | 1530 – 1630hrs | Booth A2, Exhibition Hall, Level 1 ●●●●●

Shanghai Local Food Tour | 1830 – 2200, 1900 – 2230, 1930 – 2300hrs ●●●●● (Pre-registration Required)

2019 Networking Partners



Pre-Show Shanghai City Tour



Shanghai City Food Tour



Official Opening Ceremony and Welcome Reception



Buyers Lounge & Networking Tea Break



Cocktail Reception



Your Favourite Hong Kong Style Afternoon Tea



19 - 21 March 2019

Shanghai • China

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Conventions, Meetings

The Leading International MICE Event in China

What's New This Year

SAY HI TO EVERYONE



A first reveal of attendees during this interactive ice-breaker. Get to know who's who before exhibition days begin and be on the look-out for delegate profiles you want to meet.



SURVIVAL KITS FOR EVERYONE!

Heat pads, bottled water and candy! No one can say no to these little goodness of practicality to keep energy levels up during exhibition days. Get yours from the registration counter!



EXHIBITION WALK-ABOUT

A guided tour of featured booths and pavilions in this "meet-and-greet" activity. For Association Buyers and Media only.



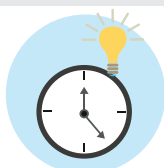
BRAND SHOWCASE PRESENTATIONS

Latest developments and updates by the top MICE brands revealed! Open to MICE & Association Buyers and Media only.



MICE INNOVATION HUB

Meet China's brightest start-ups and explore the fresh solutions created to solve today and perhaps tomorrow's industry challenges.



MEET THE CORPORATES

The most efficient platform for IT&CM China exhibitors to meet CTW China's corporate buyers. Conducted in a speed-dating format with opportunities for introductions and exchanges concluded within the hour.

POWER INNOVATION LUNCHEON

Gain the latest innovation insights and trending solutions shared by local start-ups and tech enterprise talents, illustrated with industry case studies, while having lunch.



MICE INNOVATION HUB Exhibition Hall, Level 1, SHCEC



CrowsNest is a platform where event organizers visualize and select venues in Virtual Reality. Event people spend a huge time around town to find the right venue. Now, from your office, in Virtual Reality, you can have a direct evaluation of the space and the quality of a venue. You can also share it with your clients, vendors, and partners.



Maycur, the leading provider of integrated travel and expense management services and solutions in China. Our cloud-based solutions deliver an effortless experience and total transparency into spending, helping organizations and industries, and locations run better.



Ultra Space Technology specialises in VR+5G. The first cloud centralised control system for VR/AR, and it has successfully applied to nearly 1,000 VR cinema systems. It solves the problem of VR application in different scenarios.



247 is China's premium social commerce platform for events and experiences. Providing bi-lingual (Chinese-English) language and availability on all platforms allows for more options and instant purchases. 247tickets offers outstanding customer support and promotes social and community engagement for our customers.

Education Highlights and Speakers

Keynote Address

19 March | 1630 – 1730hrs | Ballroom, Basement 1,

Courtyard Marriott Changfeng Park

Sustainability Through Innovation

How are organisations in the MICE industry in China using innovation to stay sustainable and relevant in the years to come.

Hosts

Noor Ahmad Hamid, Regional Director (Asia Pacific), International Congress and Convention Association (ICCA) | Olivia Jia, Senior Manager, IME Consulting

Presenting Partner

Guoye Qiu, General Manager, Xiamen ITG MICE Group Co., Ltd

Presenters

Shelley Tang, General Manager, Hangzhou International Expo Center and North Stars Venue Management Co., Ltd | Chris Dingcong, Creative and Managing Director, Springtime Design Limited (Hong Kong) | Lucas Rondez, Founder, CEO and Investment Manager, niHUB Innovation Center & Startup Accelerator & Incubator



Association Day Forums Presentation Area, Exhibition Hall, Level 1, SHCEC

This dedicated series of educational topics centers on the latest insights and best practices in Association Management. Ideal for Association buyers and companies looking to get a better understanding of the Association Industry.

AD Forum 1 | 20 March | 0900 – 1000hrs

Hosting International Association Meetings (Hosted by ICCA)

Learn how ICCA and World PCO Alliance member, China Star, were successful in winning the rights to host many international association meetings. Hear first-hand from a local PCO and join in the discussion of the challenges faced and what clients expect from professional conference service providers.

Moderator

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

Speakers

Frank Feng, CEO, China Star

Kitty Wong, President, K&A International Co Ltd

AD Forum 2 | 21 March | 0900 – 1000hrs

The New Stage of International Association Development (Hosted by CBEF)

With the continued development of national economic reforms and important "Belt and Road" opportunities, there is no better time than now for China's international associations to seize new opportunities. How does the design of global business activities play a part and what aspects should China's international associations focus on? Explore the potential areas of collaboration for Chinese international associations to strengthen their influence and image globally, and share perspectives to enhance access to new markets both internationally and domestically.

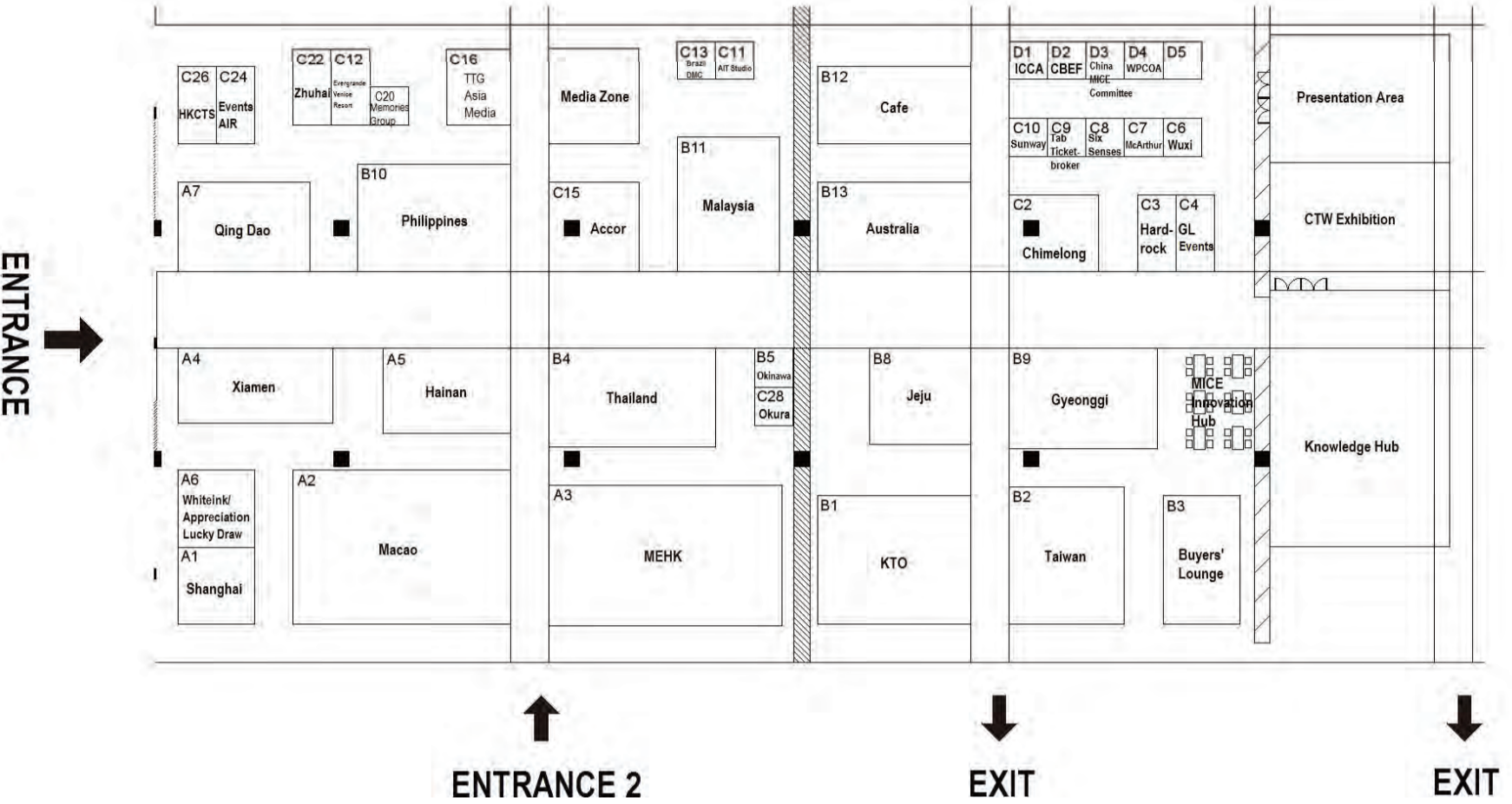
Moderator

Alicia Yao, Vice Chairman, China Business Event Federation (CBEF)

Panellists

Mike Williams, Senior Consultant and Partner, Gaining Edge | Wang Jing, Director of the International Liaison Department of the World Federation of Chinese Medicine Societies | Wu Zhipeng, Deputy General Secretary, World International Health Qigong Federation

Exhibition Hall Floor Plan *Correct as of 7 March 2019*





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19 - 21 March 2019

Shanghai • China

Shanghai Convention & Exhibition Center
of International Sourcing (SHCEC)

CTW
中国 China
国际商旅大会

The Leading Corporate Travel Management Conference for China - Incorporating Meetings & Events

Topics and Speaker Highlights Correct as of 7 March 2019

CTW China Conferences is Held At **Knowledge Hub, Exhibition Hall, Level 1, SHCEC**, Unless Stated Otherwise

Keynote Address | 20 March | 1400 – 1500hrs 2019 China and Asia Pacific Business Travel Market Outlook

Presenter

Patrick Chen, Director, Shanghai Municipal Administration of Culture and Tourism

Forum 1 | 20 March | 1540 – 1625hrs 2019 China and Asia Pacific Business Travel Market Outlook

With the global and regional economy expected to slow in 2019, learn how travel managers are facing the challenge of managing tightening travel budgets, and how they are keeping their costs under control while increasing efficiency.

Moderator

Patrick Chen, Director, Shanghai Municipal Administration of Culture and Tourism

Speakers

Chris Chen, Vice-President, Shanghai Ctrip Hongrui International Travel Service Co., Ltd. | Hennie Hu, Marketing Director, CITS Amex GBT | Kishore Rames, Travel Manager, National Oilwell Varco | Martin Tang, Travel, Business Manager, Shanghai QuanFu Industry

Forum 3 | 21 March | 1400 – 1445hrs The Technology Landscape in China - Managing Technology Disruption

What new trends are powering the digital economy and changing business travel in China? This session discusses how innovation like AI, machine learning, big data, AR and VR have transformed the corporate travel value chain and created new business models. We also look at how increasing automation can impact future job roles and the career of travel professionals.

Moderator

Amado Trejo, COO, Free Entrepreneurs

Speakers

Chao Chen, Global Sales Manager, Egencia | Sabrina Sun, Sourcing Manager, Merck

Forum 2 | 20 March | 1630 – 1715hrs Managing Supplier Relationships

Travel managers today need to step up their game in their vendor selection by taking advantage of new opportunities in sourcing, pricing and technology. At the same time, travel suppliers are leveraging new innovation and evolving their programs to attract corporate buyers. Speakers in this panel provide advice on how we can work closer and maximise our supplier relationships.

Moderator

Ike Zhang, CEO, Tristar International

Speakers

Huang Jinping, Travel Manager, Daimler | Jacob Hu, APAC Mobility Manager | Lisa Qiang, Director, Shaklee | Zhen Jianhong, JianFa-Vanda

Forum 4 | 21 March | 1515 – 1600hrs Corporate Travel and the Impact from the Sharing Economy

With more business travellers deviating from company travel policies to use sharing economy and alternative providers, companies today need to balance between increasing employee travel satisfaction while at the same time ensuring safety and compliance. The panel evaluates the impact of the sharing economy on corporate travel and policies and shares effective ways to best embrace the sharing economy.

Speakers

Ashok Shanmugam, Travel Manager, Juniper Networks | Marcie Olbert, Travel Manager, Luxoft

Forum 5 | 21 March | 1605 – 1650hrs Which Payment mode is the most Effective?

There are three common modes of travel payments by procurement: Direct Pay, through an Agency, or through a SaaS system. Using Direct Pay ensures most compliance needs are met; while companies tend to outsource to an Agency when budgets are cuts. Which is the most effective payments mode?

Presenter

Jacob Hu, APAC Mobility Manager

Speakers

Yates Fei, HRG | Ma Chunquan, CEO, EQB

2019 CTW China Highlights

PARTNERSHIP WITH TRISTAR EVENT MANAGEMENT NEW

As the event's sales and marketing partner, TriStar has contributed significantly to this year's attendee profile. The company's collective decades of experience in corporate travel has kept CTW China's exhibitor, buyer and speaker profile valuable and relevant.

SURVIVAL KITS FOR EVERYONE! NEW

Heat pads, bottled water and candy! No one can say no to these little goodness of practicality to keep energy levels up during exhibition days. Get yours from the registration counter!

IT&CM CHINA MEETS CTW CHINA UNDER ONE ROOF REINTRODUCED

CTW China Corporate Travel executives and IT&CM China MICE and Association professionals have even more opportunities to interact as both events are housed once again in the same hall. This facilitates an intimate and inclusive environment between the two shows, while providing valuable access to industry peers across platforms that effectively widen exposure and garner potential leads.

BUSINESS APPOINTMENTS WITH IT&CM CHINA EXHIBITORS NEW & IMPROVED

CTW China Corporate Travel professionals can now pre-schedule appointments with IT&CM China Exhibitors earlier during the PSA phase. More business appointment slots were also created to allow more interaction between CTW China buyers and both IT&CM China and CTW China exhibitors.

MEET THE CORPORATES NEW

A brand new session for corporate buyers to be introduced to IT&CM China exhibitors with ready offerings and services for corporate procurement. Meet up to 6 such brands and solution providers within an hour. Conducted in a speed-dating format with opportunities for introductions and exchanges.

DO YOUR PART & WIN!

Corporate buyers, make your time at CTW China count and be rewarded! Complete your personalised programme including business appointments and meet-the-corporate sessions, and enjoy complimentary access to the daily CTW China conference sessions (worth USD 1200). You'll also enjoy delectable perks including Starbucks vouchers, and a chance to win hotel stays and other prizes in our Appreciation Lucky Draw.

Featured Corporate Travel Professionals



EZ-Link is the issuer of the ez-link card, the predominant contactless smart

card used for public transit for more than a decade in Singapore. EZ-Link's core business is in the sale, distribution and management of ez-link cards, as well as the clearing and settlement of all ez-link card transactions generated in transit and non-transit (retail/merchant) sectors.



Minor Hotels is a hotel owner, operator and investor

with a portfolio of over 500 hotels and serviced suites under the Anantara, AVANI, Oaks, Tivoli, Elewana, and NH Hotels, operating in 53 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and South America.



全球用车 一站定制

Pingxing Int'l Car Services believes that travel can be simplified with great services. With presence in more than 160 airports across 300 cities in China, and 300 overseas cities in more than 50 countries, the company offers a variety of services including airport transportation service, hourly/customised chauffeur service, corporate shuttle bus service and more.



Fraser's Hospitality is the award-winning world's leading Serviced Apartments and Hotel Residences with 80% of our

residents from Fortune 500 and Forbes-listed companies. Besides our luxury residences, our attention to detail is what distinguishes Fraser's Hospitality from the rest. The Fraser Touch is all about making you feel at home even when you are working abroad.



Egenica helps and transforms business travel to be easier than ever with their expertise for more than 20 years. To give their best to travelers, Egenica provides personalised experiences through simplified, curated access to the world's most relevant inventory of travel options and offers exceptional customer care and innovative travel manager tools to help increase savings and compliance.



We usually organise incentive trips and provide conferences and workshops, thus I would like to meet hotels, DMCs and

convention bureaus to ensure our services meet our audience criteria.

Peugeot Citroen, Russia
Ekaterina Nogaeva, Marketing Manager



We want to meet solution providers who are leaders of the industry and have a long-term collaboration with them. It will be great if we get to discover and

explore areas with high technology productions in order to stay relevant in the travel industry.

Daimler Greater China Ltd, China PR
Jane Huang, Travel Manager



As a Corporate Travel Manager attending CTW China, I managed to gain business from suppliers that I

would not have the chance to meet in any smaller trade show. This event reminded me the importance of face-to-face meetings in the digital age to connect on a deeper level. My company recently started operations in China so I hope I can collaborate with hotel chains, airlines and TMCs.

Luxoft, Poland
Maciej Olbert, Travel Manager



We are in search of partners in the APAC region such as Singapore, Seoul, Tokyo and Shanghai who handle visa

arrangements, mobility services and land transportation. We are also hoping to meet vendors who handle or organise MICE events offsite and it will be great if these companies are cost efficient and reliable.

Wargaming Asia Pte Ltd, Singapore
Chris Leo, Travel & Logistic Manager

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发现一个全新的马来西亚

徜徉于兰卡威的海岸线
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Let's meet at **Booth B11 IT&CM Shanghai, China. 19-21 March 2019.**
IT&CM中国(上海), B11展位, 2019年3月19-21日。约定您到时见!

汇聚商务旅行专业人士



EZ-Link是EZ-Link卡的发行商。在新加坡，EZ-Link卡是主要的公共交通非接触式智能卡，在新加坡已沿用十几年。EZ-Link的核心业务是EZ-Link卡的销售、分销和管理，以及在交通和非交通（零售/商业）领域产生的所有EZ-Link卡交易的清算和结算。



Minor Hotels是一家酒店业主、运营商和投资商，

旗下Anantara、AVANI、Oaks、Tivoli、Elewana和NH等品牌共拥有500多家酒店和服务式套房，在亚太地区、中东、非洲、印度洋、欧洲和南美洲地区的53个国家开展业务。



平兴国际汽车服务公司坚信，优质的服务可以简化差旅体验。公司业务遍及中国300多个城市的160多个机场，以及50多个国家的300座城市，提供各种服务，包括机场运输、按小时/定制司机服务、公司班车服务等。



辉盛国际是全球领先的服务式公寓和酒店企业，曾屡获大奖。其80%的客户来自财富500强和福布斯上市公司。除了豪华的住宿环境之外，辉盛国际对细节的专注也是品牌卓尔不群的特色。即使在国外处理工作，Fraser Touch也能让您有宾至如归的感觉。



20多年来，易信达始终致力于凭借其专业知识帮助商务差旅人士享受前所未有的轻松出行。本着为旅行者提供最优服务的宗旨，易信达可帮助旅行者轻松获取全球范围内最符合其需求的差旅套餐，实现个性化体验，并提供卓越的客户服务和创新的差旅管理工具，帮助他们节约资金，满足规章要求。



我们经常组织奖励旅行、会议和研讨会活动，因此我希望与酒店、目的地管理公司和会议局见面洽谈，以确保我们的服务达到受众标准。

Ekaterina Nogaeva
俄罗斯标致雪铁龙市场经理



我们希望与行业领先的解决方案供应商会晤，并与他们建立长期合作。如果我们能够发现和探索高科技领域的商机，以保持我们在旅游行业的知名度和竞争力，那将令人无比振奋。

Jane Huang
戴姆勒大中华区中国公关差旅经理



作为公司的差旅经理，通过参加中国国际商旅大会，我从供应商那里获得了大量业务机会，我在任何小型贸易展上都没有机会见到如此众多的供应商。这次活动让我深刻认识到在数字时代面对面会谈的重要性，它能促成更深层次的交流。我们公司最近开始在中国开展业务，所以我希望能与连锁酒店、航空公司和TMC展开合作。

Maciej Olbert
波兰Luxoft差旅经理



我们正在新加坡、首尔、东京和上海等亚太地区寻找签证、交通服务和陆路交通合作伙伴。我们也希望能与在场外组织会展旅游活动的供应商会面，如果这些公司能够提供高性价比、信誉可靠的服务，那就更好了。

Chris Leo
新加坡Wargaming Asia Pte Ltd差旅与物流经理

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2019年3月19至21日

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中国 China
国际商旅大会

中国首屈一指的商务旅行管理大会 — 融合会议与活动

主题与演讲嘉宾纵览

CTW China Conferences 将在上海跨国采购会展中心1层，展厅，Knowledge Hub，SHCEC，除非另有注明。

主题会议 | 3月20日 | 1400 – 1500hrs

2019中国（上海）国际会奖旅游博览会与中国国际商旅大会官方联合新闻发布会

主题演讲人

Patrick Chen, Director, Shanghai Municipal Administration of Culture and Tourism

中国国际商旅大会论坛 1 | 3月20日 | 1540 – 1625hrs

2019年中国和亚太地区商务旅行市场展望——专题讨论

据预测，2019年全球和区域经济增长放缓，面对这一形势，商务旅行经理应如何应对紧缩的差旅预算？如何才能最好地管理成本，同时提高效率？

主持人

Patrick Chen, Director, Shanghai Municipal Administration of Culture and Tourism

演讲人

Chris Chen, Vice-President, Shanghai Ctrip Hongrui International Travel Service Co., Ltd. | **Hennie Hu**, Marketing Director, CITS Amex GBT | **Kishore Rames**, Travel Manager, National Oilwell Varco | **Martin Tang**, Travel, Business Manager, Shanghai QuanFu Industry

中国国际商旅大会论坛 3 | 3月21日 | 1400 – 1445hrs

中国的技术发展格局——应技术革新

哪些新趋势正在推动中国数字经济的增长和商务旅行的发展变化？人工智能、机器学习、大数据，AR和VR等创新技术对企业旅行价值链造成了怎样的变革并创造出新的商业模式？自动化水平的提升将对未来的职场角色和旅行专业人士的职业生涯产生哪些影响？

主持人

Amado Trejo, COO, Free Entrepreneurs

演讲人

Chao Chen, Global Sales Manager, Egencia | **Sabrina Sun**, Sourcing Manager, Merck

中国国际商旅大会论坛 2 | 3月20日 | 1630 – 1715hrs

管理供应商关系

旅行经理能否充分利用采购、定价和技术领域的新机遇，选择更优秀的供应商？旅行服务供应商如何利用新兴的创新技术来改进其旅行项目，从而更好地吸引企业买家？

主持人

Ike Zhang, CEO, Tristar International

演讲人

Huang Jinping, Travel Manager, Daimler | **Jacob Hu**, APAC Mobility Manager | **Lisa Qiang**, Director, Shaklee | **Zhen Jianhong**, JianFa-Vanda

中国国际商旅大会论坛 4 | 3月21日 | 1515 – 1600hrs

商务旅行与共享经济的冲击

随着越来越多的商务旅行人士放弃公司的旅行计划，而更加青睐共享经济和替代供应商，公司该如何在提高员工旅行满意度的同时确保安全性和合规性？

演讲人

Ashok Shanmugam, Travel Manager, Juniper Networks | **Marcie Olbert**, Travel Manager, Luxoft

中国国际商旅大会论坛 5 | 3月21日 | 1605 – 1650hrs

哪种付款方式最有效？

商务旅行有三种常见的支付方式：直接支付、通过旅行社支付或通过SaaS系统支付。使用直接支付可确保满足大多数合规要求；但公司在面临预算削减时更倾向于将差旅服务外包给旅行社。哪种付款方式最有效？

主题演讲人

Jacob Hu, APAC Mobility Manager

演讲人

Yates Fei, HRG | **Ma Chunquan**, CEO, EQB

2019年中国国际商旅大会亮点

与TRISTAR活动管理公司 建立合作 新增

作为此次活动的销售和营销合作伙伴，上海赤达良赢会展服务有限公司为打造今年的与会者阵容作出了重大贡献。该公司在企业差旅领域拥有数十年的资深经验，帮助中国国际商旅大会打造了激动人心的参展商、买家和演讲者阵容。

超级能量包人人 有份！ 新增

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中国(上海)国际会奖旅游博览会与 中国国际商旅大会同场举办 重现

中国（上海）国际会奖旅游博览会与中国国际商旅大会将再次同场举办，使中国国际商旅大会的企业差旅管理人员和中国（上海）国际会奖旅游博览会的会奖旅游和协会专业人士有更多机会进行互动。这有利于为两个展会打造亲密互动的包容性环境，同时提供与各平台的行业同行互动的机会，以有效扩大曝光率并赢得潜在客户。



与中国（上海）国际会奖旅游博览会 参展商进行商务会谈 新增并改进

中国国际商旅大会的企业差旅专业人士现在可以在展前预约阶段与国际会奖旅游博览会参展商的会谈。我们提供了更多的商务会谈预约名额，以便中国国际商旅大会买家与国际会奖旅游博览会参展商之间进行更多交流。



企业买家见面会 新增

这一全新会议形式将把企业买家介绍给中国国际会奖旅游博览会的展商，提供面向企业采购的现成产品和服务。企业买家在一小时内可与6个相关品牌和解决方案提供商会晤。活动以快速见面的形式进行，为大家提供彼此介绍和交流的机会。

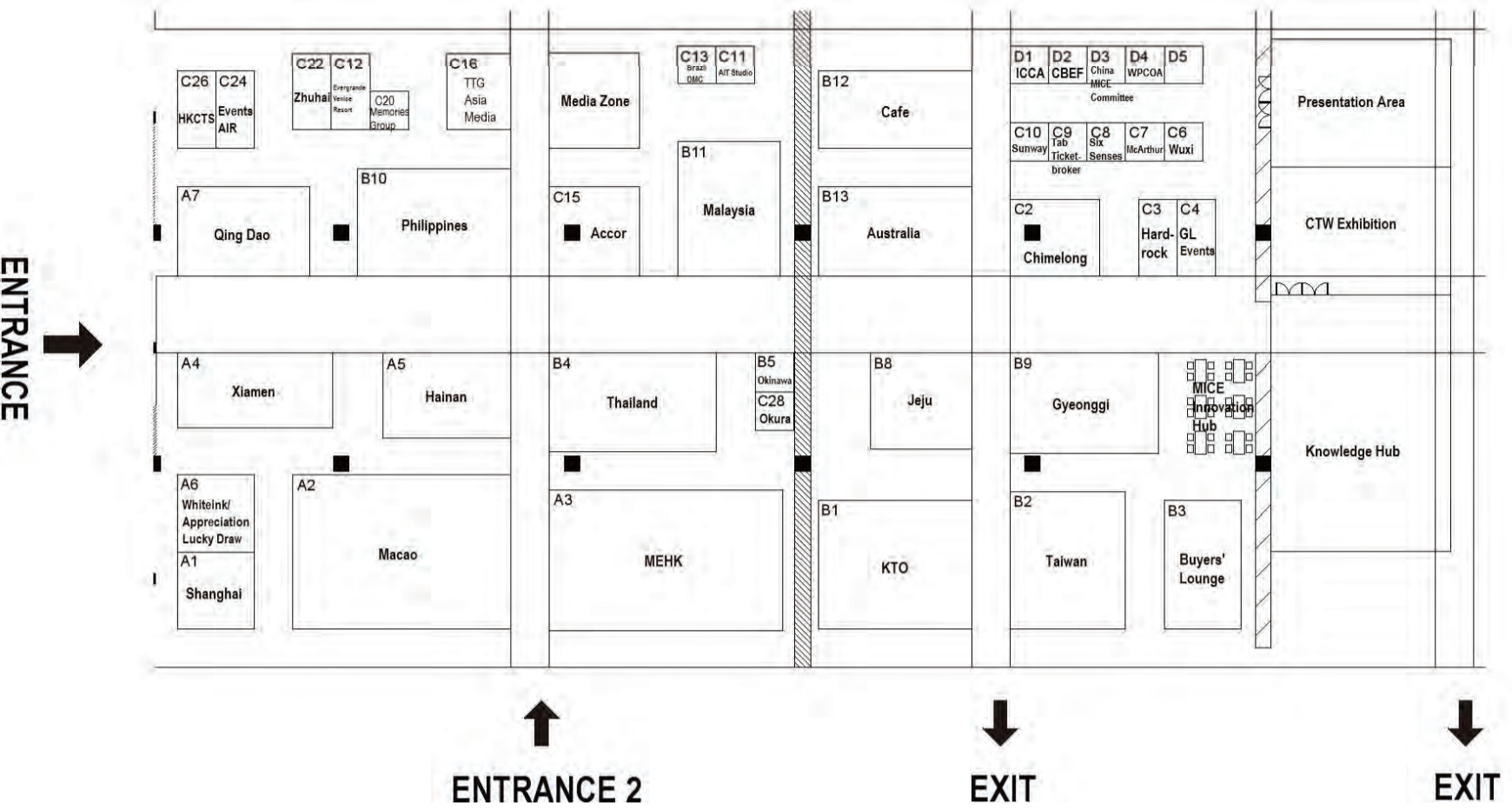


诱人奖品等你拿！

企业买家参加中国国际商旅大会将有机会获得奖励！只要完成您的个性化日程，包括商务会谈和企业买家见面会，即可免费参加中国国际商旅大会每日论坛（价值1200美元）。您还将获得星巴克礼券以及幸运抽奖机会，赢取酒店房卷和其他精彩奖品。



展会平面图 更新于2019年3月7日



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IT&CMAsia Incentive Travel & Conventions, Meetings
CTW Asia-Pacific Corporate Travel World
24 – 26 September 2019

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ORGANISATION

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CONVENTION CENTRE AT CENTRALWORLD



2019年3月19-21日

上海·中国

上海跨国采购会展中心

IT&CM 中国(上海)
CHINA
国际会奖旅游博览会 | Incentive Travel & Conventions, Meetings

中国首屈一指的专业会议、奖励旅游、会议和展览的商业和交流平台

2019 年新亮点

向大家问好

在这次交互式破冰活动中，2019年的所有与会者将首度公开亮相。您可以在展览会开始之前先了解各方来宾，并留意您想要会面的会议代表。



超级能量包人人有份！

暖宝宝、瓶装水和糖果！在展览期间，这些贴心的实用物品将帮助您保持能量充沛，精神百倍地参加各项活动。请到注册柜台领取您的能量包！



展馆导览

在“展馆导览”活动中，我们将带领代表们参观特色展位和展区。仅限协会买家和媒体参加。

品牌推介会

发布顶级会奖旅游品牌的热门资讯和最新进展！活动向会奖旅游行业买家、协会买家和媒体开放。



会奖旅游创新空间

与中国最炙手可热的初创企业交谈，了解他们针对当前和未来行业挑战而打造创新解决方案。



企业买家见面会

为中国（上海）国际会奖旅游博览会参展商提供最高效的平台，令其充分接洽中国国际商旅大会的企业买家。活动以快速见面的形式进行，在一小时活动时间内，大家可以彼此介绍和交流。

创新分享午宴

在午餐时间，来自当地初创企业和科技企业的精英人士将分享最新的创新概念和前沿解决方案，并通过行业案例研究进行精彩演示。



会奖旅游创新空间 上海跨国采购会展中心1层，展厅



CrowsNest是一个可以让活动组织者在虚拟情境中可视化地选择场地的平台。活动组织者通常要花大量时间实地寻找合适的地点。而现在，您只需要坐在办公室里，在虚拟环境下，直接评估空间和场地的质量。您还可以与客户、供应商和合作伙伴即时共享。



每刻科技
MAYCUR.COM

杭州每刻科技有限公司旗下的每刻报销是国内领先的企业费用管理SaaS云平台，旨在为企业提供专业、安全、便捷的费用管理方案。每刻报销通过连接第三方消费平台、企业内部管理信息系统、银行和第三方支付平台等来降低企业费用采购成本，提高费用采购和审批审核的效率。每刻报销以专业的产品、贴心的服务让企业不再为报销而烦恼。



Ultra Space Technology是一家5G与虚拟现实结合的运营公司。我们开发了首个虚拟现实解云决方案，并成功落地了近千家VR影院。在实际落地过程中，良好的行业服务方案，更容易被接受，解决了VR行业落地难的问题。



247玩乐行，创立于2015年，致力于建立一个拥有良好服务和优质活动的中英文双语票务平台，提供安全便捷的购票服务，匹配不断升级的消费需求。247玩乐行在多媒体平台上积极进行战略布局，整合活动资源和发布，持续呈现丰富的城市生活内容，创造票务平台的新经济价值。

论坛亮点与演讲嘉宾

主题会议 2019年3月19日 | 1630 – 1730hrs

上海苏宁环球万怡酒店，宴会厅，地下一层



创新带动可持续发展

中国会奖旅游业的企业在未来几年如何通过创新实现可持续发展并跟上时代发展的脚步？

主持人

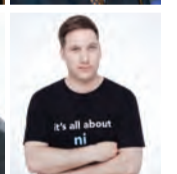
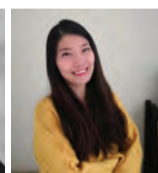
Noor Ahmad Hamid, 国际会议协会, 亚太区处长 | 贾紫薇, 高级经理, 博悦咨询（北京）有限公司

主题会议合作伙伴

邱国跃, 总经理, 厦门国贸会展集团有限公司

演讲嘉宾

唐雪, 总经理, 杭州国际博览中心; 总经理, 北辰时代会展有限公司 | 丁继光, 设计总监及董事总经理, Springtime Design Limited (香港) | 冯志远, 创始者&CEO, 杭州你创网络科技有限公司



协会日——会议 上海跨国采购会展中心1层，展厅，Presentation Area

此系列专门的知识性话题围绕协会管理展开，主要面向协会性质买家以及希望增进对协会行业了解的企业而设。

协会日——会议 1 | 3月20日 | 0900 – 1000hrs

主办国际协会活动 由ICCA（国际大会与会议协会）主办了解国际大会与会议协会（ICCA）及世界PCO联盟会员企业——北京欣欣翼翔国际会议有限公司如何赢得了众多国际协会会议的举办权。从本土专业会议组织机构获取第一手资讯，并参与探讨专业会议服务供应商面临的难题以及客户对服务有何期待。

主持人

Noor Ahmad Hamid, 国际会议协会, 亚太区处长

演讲嘉宾

冯建华, CEO, 北京欣欣翼翔国际会议有限公司
黄洁仪, 主席, 满力国际股份有限公司

协会日——会议 2 | 3月21日 | 0900 – 1000hrs

中国协会发展的新阶段 由CBEF（中国商务会展联盟）主办国际会议行业一直在倡导协会会议为举办城市留下商业奇迹，国际实践已经有成功的案例供我们分享。随着国家经济改革的不断发展和“一带一路”的重要机遇，中国的国际协会需要把握新的机遇。该小组将讨论中国的国际协会应关注的全球商务活动设计以及他们可以协同发展的领域，以加强中国的国际协会在国际的影响能力。我们还将探讨在国际和国内如何提升他们的形象并提升他们进入新市场的途径，以及他们如何与各国政府合作，把握“一带一路”重要机遇，推进协会协同发展，并为“一带一路”沿线国家留下奇迹。

主持人

姚红, 副主席, 中国商务会展联盟

讨论嘉宾

Mike Williams, 高级合伙人, Gainingedge国际咨询公司 | 王晶, 国际联络部主任, 世界中医药学会联合会 | 吴志鹏, 国际健身气功联合会, 总部办公室, 副主任

品牌推介会 | 上海跨国采购会展中心1层, 展厅,

Presentation Area ●●●●●

- 1130 – 1150hrs 青岛市文化和旅游局
- 1400 – 1420hrs 马来西亚会展局
- 1425 – 1445hrs 推动台湾会展产业发展计画
- 1450 – 1510hrs 交通部观光局
- 1630 – 1650hrs 厦门市会议展览事务局
- 1650 – 1710hrs 珠海国际会展中心

创新分享午宴 | 1200 – 1300hrs

上海跨国采购会展中心1层, 展厅, Knowledge Hub

●●●●● (座位有限, 凭餐卷入场或仅限买家与媒体)







招待午宴 | 1200 – 1345hrs | 上海跨国采购会展中心1层, 展厅, 买家休息室 ●●●●●

招待午宴 | 1230 – 1345hrs | 上海苏宁环球万怡酒店 ●●●●●

中国国际商旅大会主题演讲 | 1400 – 1500hrs
2019年中国和亚太地区商务旅行市场展望
上海跨国采购会展中心1层, 展厅, Knowledge Hub ●●●●●

你最爱的港式下午茶由香港旅游发展局赞助
1500 – 1600hrs | A3展位, 上海跨国采购会展中心1层, 展厅 ●●●●●

交流茶歇 | 1500 – 1535hrs | 上海跨国采购会展中心1层, 展厅, CTW Exhibition ●●●●●

鸡尾酒会由澳门贸易投资促进局赞助 | 1530 – 1630hrs
A2展位, 上海跨国采购会展中心1层, 展厅 ●●●●●

中国国际商旅大会论坛 | 1540 – 1715hrs
上海跨国采购会展中心1层, 展厅, Knowledge Hub ●●●●●
1540 – 1625hrs | 2019年中国和亚太地区商务旅行市场展望——专题讨论
1630 – 1715hrs | 管理供应商关系

上海夜间美食游 | 1900 – 2230, 1930 – 2300hrs
●●●●● (需要预先注册)



3月21日


参展商、买家、媒体、演讲嘉宾和专业观众签到 | 0900 – 1700hrs
上海跨国采购会展中心1层 ●●●●●

展览及约谈时间 | 0900 – 1200, 1400 – 1715hrs
上海跨国采购会展中心1层, 展厅 ●●●●●



协会日

协会日——会议2 | 0900 – 1000hrs
中国协会发展的新阶段
上海跨国采购会展中心1层, 展厅, Presentation Area ●●●●●



企业买家见面会 | 1015 – 1115hrs
上海跨国采购会展中心1层, 展厅, Knowledge Hub ●●●●●
● 雅高酒店 ● 恒大海上威尼斯(恒大酒店) ● 硬石酒店
● Sunway Hotels & Resorts ● 珠海国际会展中心

展馆导览 | 1015 – 1115, 1515 – 1615hrs
上海跨国采购会展中心1层, 展厅 ●●●●●



- 海南省旅游和文化广电体育厅
- 智奥会展
- 澳门贸易投资促进局
- 青岛市文化和旅游局
- 台湾展览暨会议商业同业公会
- 泰国会展局
- 菲律宾国家旅游推广署
- 厦门市会议展览事务局

品牌推介会 | 上海跨国采购会展中心1层, 展厅, Presentation Area ●●●●●
1130 – 1150hrs 澳门贸易投资促进局
1400 – 1420hrs 海南省旅游和文化广电体育厅
1425 – 1445hrs 智奥会展

创新分享午宴 | 1200 – 1300hrs
上海跨国采购会展中心1层, 展厅, Knowledge Hub ●●●●●
(座位有限, 凭餐卷入场或仅限买家与媒体)



招待午宴 | 1200 – 1345hrs | 上海跨国采购会展中心1层, 展厅, 买家休息室 ●●●●●

招待午宴 | 1230 – 1345hrs | 上海苏宁环球万怡酒店 ●●●●●

中国国际商旅大会论坛 | 1400 – 1650hrs
上海跨国采购会展中心1层, 展厅, Knowledge Hub ●●●●●
1400 – 1445hrs | 中国的技术发展格局——应技术革新
1515 – 1600hrs | 商务旅行与共享经济的冲击
1605 – 1650hrs | 哪种付款方式最有效?

交流茶歇 | 1450 – 1510hrs
上海跨国采购会展中心1层, 展厅, CTW Exhibition ●●●●●

你最爱的港式下午茶由香港旅游发展局赞助
1500 – 1600hrs | A3展位, 上海跨国采购会展中心1层, 展厅 ●●●●●

鸡尾酒会由澳门贸易投资促进局赞助 | 1530 – 1630hrs
A2展位, 上海跨国采购会展中心1层, 展厅 ●●●●●

上海夜间美食游 | 1830 – 2200, 1900 – 2230, 1930 – 2300hrs ●●●●● (需要预先注册)

2019社交活动合作伙伴



展前上海城市观光



上海夜间美食游



联合开幕典礼及欢迎晚宴



买家休息室
交流茶歇



社交鸡尾酒会



你最爱的港式下午茶

16 www.itcmchina.com



官方日程表

更新于2019年3月7日

除非有特别说明活动，所有展会期间的活动均在上海跨国采购会展中心举办。

3月18日

参展商、买家、媒体和演讲嘉宾签到
1030 – 1700hrs | 上海跨国采购会展中心1层以及官方酒店 ●●●●●

上海夜间美食游 | 1830 – 2200, 1900 – 2230, 1930 – 2300hrs ●●●●● (需要预先注册)

Lost Plate FOOD TOURS



3月19日

前上海城市观光
0800 – 1200hrs ●●●●● (需要预先注册)

EXO EVENTS



中国商务会展论坛 | 0800 – 1500hrs
联合创新 携手共进
上海苏宁环球万怡酒店，宴会厅，会议室3，地下一层 ●●●●●● (仅限受邀嘉宾/需要预先注册)

中国商务会展联盟 CHINA BUSINESS EVENT FEDERATION

参展商、买家、媒体和演讲嘉宾签到 | 0900 – 1700hrs
上海跨国采购会展中心1层以及官方酒店 ●●●●●

2019年中国（上海）国际会奖旅游博览会与中国国际商旅大会官方联合新闻发布会 | 1400 – 1500hrs | 上海苏宁环球万怡酒店，会议室3，地下一层 ●

向大家问好! | 1500 – 1620hrs
展会介绍 | 交流茶歇 | 破冰活动
上海苏宁环球万怡酒店，宴会厅，地下一层 ●●●●●

欢迎致辞 | 1620 – 1630hrs
上海苏宁环球万怡酒店，宴会厅，地下一层 ●●●●●

主题会议 | 1630 – 1730hrs
创新驱动可持续发展
上海苏宁环球万怡酒店，宴会厅，地下一层 ●●●●●

图例

● 参展商 ● 买家 (MICE) ● 买家 (协会) ● 媒体 ● 专业观众 ● 商旅管理精英 ● 参会代表

2019年中国(上海)国际会奖旅游博览会暨中国国际商旅大会联合开幕典礼及欢迎晚宴 | 1830 – 2100hrs
上海虹桥元一希尔顿酒店，元一豪华宴会厅 ●●●●● (凭参会证入场/仅限受邀嘉宾)



3月20日

参展商、买家、媒体、演讲嘉宾和专业观众签到
0900 – 1700hrs | 上海跨国采购会展中心1层 ●●●●●●●

展览及约谈时间 | 0900 – 1150, 1400 – 1750hrs
上海跨国采购会展中心1层，展厅 ●●●●●●●

协会日



协会日——会议1 | 0900 – 1000hrs
主办国际协会活动
上海跨国采购会展中心1层，展厅，Presentation Area ●●●●

ICCA

IMEX – MPI – MCI 2019未来领导人论坛 | 0930 – 1730hrs
上海跨国采购会展中心1层，展厅 (仅限受邀代表)

企业买家见面会 | 1015 – 1115hrs | 上海跨国采购会展中心1层，展厅，Knowledge Hub ●●●
品牌展示:

雅高酒店集团 ACCOR

恒大·海上威尼斯酒店 EVERGRANDE VENICE RESORT

Hard Rock

SUNWAY HOTELS & RESORTS

珠海国际会展中心 Zhuhai International Convention & Exhibition Center

展馆导览 | 1015 – 1115, 1515 – 1615hrs
上海跨国采购会展中心1层，展厅 ●●●●
目的地展示:

GL events

海南 HAINAN

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■刘霈芯＝采访报道

投资高速增长旅游市场，让澳大利亚成为最具吸引力的全球奖励旅游目的地之一，悉尼会议奖励旅游局在亚洲市场深耕十年的战略决策，也多方面颠覆了整个会议奖励旅游行业。

截至日前于澳大利亚墨尔本举办的「2018澳大利亚旅游局大中华区商务会奖洽谈会」前夕，悉尼会奖局去年在亚洲市场已经承接了总值高达1.02亿澳元的活动，创历史之最。

悉尼会议奖励旅游局亚洲区总监杨思思表示，悉尼会议奖励旅游局自2004年在亚洲设立了第一个办事处，市场份额就不断扩大，至今依然保持着良好的发展势头，并同来自金融、直销和生产制造等诸多行业的大型公司，实体建立了稳固的关系和信任。

她接着说道，旅游业有短期交付的性质，快速回应和每次都能

提供量身定制的独特体验能力，成为悉尼的致胜王牌。2018年，悉尼至少承接了50场来自亚洲的激奖励旅游活动，接待代表人数超过19,000人。

在18年中旬举办的悉尼灯光音乐节期间，悉尼接待了来这里参加「婕斯缤纷澳洲游」活动的6,500名美商婕斯优秀员工。作为迄今为止在官方记录中参加艺术节规模最大的企业奖励团体，此次美商婕斯的奖励旅游为新南威尔士州带来了4,000万澳元的直接经济效益，同时该团队还前往了史蒂芬斯港观光，成为该地区一次性接待人数最多的企业团队之一。

亚洲活动价值
年增长率近20%

据其透露，在过去十年中，悉尼会议奖励旅游局承办的亚洲活动价值年增长率近20%。如今，在该州每年承办的全球会议数

量中，亚洲市场所占份额已接近50%。

此外，2019年悉尼还将接待全美世界国际年会的举办权，届时将迎来超过6,000名代表在悉尼度过5天4晚的行程，此项中标将为新南威尔士州带来超过3,000万澳币的经济贡献，而此次全美世界国际年会也将于澳大利亚最新落成的大型场馆悉尼国际会议中心举行。

「我们的客户一次又一次地证实了，把奖励旅游活动放在悉尼能够有效激发团队的活力和工作动力。活动结束后，所有人的精神面貌焕然一新。悉尼正在成为来自亚洲的全球性企业喜爱的高品质奖励旅游目的地，为企业奖励、激励和启迪顶尖经销商们提供了定制化的独特体验。悉尼能够说明他们提高销售业绩、达成商业目标，所以一直以来我们都保持着很高的回头率。」

与相关利益方建立长期稳定关系

杨思思表示，其也通过自身强大的网路说明客户同澳大利亚的本土行业和政府相关利益方建立关系。即使在活动结束很长时间之后，这些关系也能够带来贸易、投资与合作机会。悉尼是第一个在亚洲设立办事处的澳大利亚全球会议投标组织，这说明悉尼更加深入地了解了客户所面临的挑战和机遇。这是一个非常注重稳健关系和产品声誉的市场。悉尼会议奖励旅游局长达50年的业绩记录，也是悉尼魅力的有力说明。

日前新南威尔士州旅游和大型

活动部部长亚当·马歇尔亲自率大中华路演代表团前往西安，针对悉尼和新南威尔士州的旅游资源展开宣传访问。共有21家企业和机构派代表参加了此次访团，其中也包括了悉尼会议奖励旅游局的战略合作伙伴和成员，例如悉尼歌剧院、悉尼大桥攀登公司、澳大利亚游轮集团、美瓦克伯根海德角商场、凯悦酒店、悉尼月神公园和梅林娱乐集团等。

另外，2018澳大利亚旅游局大中华区商务会奖洽谈会也于18年11月25至28日召开，此次洽谈会为澳大利亚旅游业提供一个平台，帮助相关企业同来自中国市场的奖励活动需方建立联系，并深入了解市场趋势。

2018悉尼会奖成果	►承接至少 50 场来自亚洲的激奖励旅游活动
	►接待代表人数超过 19,000 人
	►承接活动总值高达 1.02 亿澳元以上

雅高上线支付宝小程序为个性化需求提供更大便利

雅高酒店集团宣布其联合阿里飞猪共同打造的「雅高酒店集团旗舰店」支付宝小程序于近日正式上线，为用户带来了便捷的酒店客房、餐饮预订服务。支付宝是备受中国宾客青睐的平台，雅高作为首家在这一平台发布小程序的国际酒店集团，为广大宾客带来更丰富的预订与支付选择。

雅高酒店集团是数字领域的创新者，力求超越传统酒店运营商

的业务范畴，致力于转型成为旅游行业360度全方位的服务提供者。支付宝是中国领先的协力厂商移动及在线支付平台，目前占据了全球移动支付市场的最大份额。雅高发布支付宝小程序这一行业领先之举，印证了集团致力于满足顾客与时俱进的需求，始终站在市场领导地位的宗旨。

雅高酒店集团大中华区主席兼首席运营官罗凯睿（Gary

Rosen）表示，「智能手机用户数量迅猛增长，中国运用数字平台的消费群体不断扩大。我们此次发布支付宝小程序符合集团数字化转型的策略，同时也迎合了中国旅行者对支付宝的偏爱。我们在支付宝这一领先平台上发布小程序，可以借助其技术优势实现快捷预订，从而提升宾客体验。支付宝在中国拥有巨大的用户基础，这也为我们新增了一个强有

力的分销渠道。」

支付宝小程序事业部总经理何勇明表示，「支付宝小程序是蚂蚁金服未来3年最重要的战略之一，我们很高兴迎来雅高酒店集团这样的全球知名的合作伙伴。支付宝小程序作为一种全新的连接用户与服务的方式，它不需要下载安装就可以即点即用，我们期待通过与雅高酒店集团的合作，深化小程序与酒旅行业的融合，进而为用户带来更贴心、更符合个性化诉求的服务体验。」

通过小程序，用户可以在支付宝上搜索「雅高」或“Accor”就可立即访问、预订雅高集团旗下不同档次的酒店客房及餐饮体验，以满足不同的预算及需求。

雅高酒店集团支付宝小程序未来还将进一步完善，陆续发布更多功能，最终将可为用户提供当地信息、天气预报、观光目的地指南及其他针对具体酒店所在地的周到服务。这款小程序将为宾客在旅途全程提供支援，不仅成为宾客的数字钱包，还是一款生活方式服务软件。

此外，这一合作还助力雅高酒店集团进一步深化「增强型酒店业（Augmented Hospitality）」模式的全球愿景，实现从以产品为中心到以宾客为中心的转型。雅高酒店集团致力于紧跟日新月异的酒店业市场，满足宾客的个性化需求，此次发布支付宝小程序便是其中的重要一步。

香港迪士尼会奖服务多元性、便捷性提高

香港迪士尼除了近期推出全新魔法化妆厅，未来还将推出众多全新设施与产品，如冰雪奇缘主题区域、目前正在重新装修并将以13个塔展示13个公主的城堡、全新漫威主题游乐设施等，而且明年正是香港迪士尼的15周年庆，相关系列活动将陆续启

动，会带给企业团队更多活动场地选择，以及更多元的全新体验。

香港迪士尼乐园度假区销售策略及业务总监江敏仪表示，港珠澳大桥、高铁等基础建设的开通，对MICE业务带来很好的影响。港珠澳大桥与高铁沿线城市客源可以更方便的前往乐园，也可以创立

更多一程多站的旅程。搭配澳门或是广东城市，如深圳等，一次性感受区域的多元性与便捷性。

其实，今年MICE发展很有潜力，因为迪士尼探索家度假酒店的开幕两年，多了750间客房，随着新酒店知名度的提高，MICE客人也了解到扩大规模后的全新场地与房间

量，可支持香港迪士尼开始接待更大型MICE团。

而且高铁开通后，内地高铁沿线城市的客人和企业，除了飞机之外，多了另外一种选择，同时，高铁可以承载的客人数量大，时间上又较能满足市场需求，让香港迪士尼可以更灵活地为客人与企业进行安排。

谈到如何争取更多MICE客源，江敏仪说明到，一方面通过与香港旅游发展局专门部门的合作，运用香港旅游发展局的企业资料库，直

接与企业联系交流。另一方面，香港迪士尼会分享过去经验与案例，尤其接待过一千多人团队的经验，让企业有信心选择乐园举办活动。

针对中国内地MICE市场，江敏仪表示，香港迪士尼针对不同的城市，订立了不同的目标，在大城市中，直销公司永远是最有潜力的，其他城市则可能不同，需要做每一个市场的研究和分析，再针对当地保险、医药等行业企业进行争取。



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- World Trade Center Taichung



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- Taitung: Top 10 Emerging Destinations for 2018 (Booking.com)
- Hualien: Best Tour Experience (Cruise Insight 2015)



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- Kaohsiung: Top 5 Cities to Visit (Lonely Planet 2018)

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