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C-19 as positive agent of change

Travel, event restrictions have catalysed the MICE industry's digitalisation and created new business opportunities

By Karen Yue

Regional industry leaders on the keynote panel of Monday's Virtual IT&CM China have pushed a different view of the pandemic, saying that the digitalisation of business events today is just part of its evolution, and that industry stakeholders who are able to adapt have found new business opportunities.

George Cao, co-founder & CEO, Dragon Trail Interactive, opened the keynote session with an acknowledgement that "the pandemic has changed many things, both personally and professionally. But the changes may not be as big or fundamental as some seem to suggest".

Drawing comparisons between a traditional exhibition and one that is cloud-based, he pointed out that pre-pandemic tradeshows were already utilising many

technologies, such as registration by facial recognition, digital match-making programmes, and event apps that help attendees navigate the show floor.

"In a physical event, people meet face to face whereas in a virtual tradeshow, people communicate over video calls. I'd say that this is the major difference between the two formats, but this is merely a continuation of the digitalisation of (events)."

Cao also emphasised that virtual event participation is not new, as in 2017 the late Stephen Hawkin had co-hosted a physical conference in a holographic form.

Fellow speaker, Zoe Lo, regional director, Mainland, Hong Kong Tourism Board (HKTb), agrees that the digital event shift brings with it new business opportunities.

Since the outbreak in February, HKTb has organised nearly 20 online product training sessions for more than 800 industry professionals, as well as a three-day live-streaming training for more than 1,500 Mainland buyers and a business matching platform that were both launched in June.

"We are glad that we kept up with market changes and transformed the crisis into new business opportunities. Online events are cost-effective and flexible, and they allow us

to go deeper with content," shared Lo.

For event owners and planners looking for a digital event solution, Sharon Liu, business development director, Tencent Cloud Media, Tourism and Telecom Industry Center, suggested that they consider the solution's credibility, platform, technology and channels.

Using Tencent as an example, Liu said: "Tencent's strength is in consumer Internet, cloud technology and industrial solutions. We have the largest social platform in China, which includes WeChat, QQ, Tencent News and Tencent Video – and they can all be used as advertising channels for exhibition organisers."

Drawing on her vast experience in event organisation, including the execution of a virtual conference during the dot com boom, Kitty Wong, chairman, K&A International and Expo Union Corporation, advised fellow event specialists looking to transition online to imagine themselves producing a play.

"Write a script so that everyone involved is clear about their role and purpose, and then rehearse. The goal is to make the communications work so that an episode two or three is possible," Wong quipped.

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CTS, TTG get their game on

Gamification, incentives deployed to increase retention and drive participation

By Pamela Chow

IT&CM China is making its fully virtual debut, armed with a suite of handsome incentives and gamified sessions to attract attendees.

Jointly organised by TTG Events and CTS MICE Service, it remains China's only double-bill MICE and business travel exhibition.

This year, the exhibition is fully conducted on Dragon Trail Interactive's The Next Travel Market (TNTM) platform, which can be accessed through PC, smartphone and WeChat mini-program.

With a navigation map resembling a real-life 'exhibition', attendees are able to pop into real-time meeting and seminar sessions, which feature interactions in text, voice and

media exchange, as well as live video.

The virtual event features a unique pre-show appointment system that automatically matches exhibitors and buyers, ensuring efficient two-way negotiations. These online meetings are conducted in both Mandarin and English, across platforms.

Every completed pre-show appointment that receives a good rating from the exhibitor can bag buyers a Lucky Red Packet with up to 100 yuan (US\$14.30) in value, which can be redeemed through WeChat Pay or as a cash voucher after the event.

General manager of CTS MICE Service and CITS International M.I.C.E., Zhang Jian, said: "Despite the unprecedented impact that the Covid-19 pandemic has had on

the MICE industry, CTS worked closely with our partners to turn IT&CM China into a fully virtual event, ensuring its continued success. This is our first time adopting the online model for an exhibition, allowing us not only to adapt to the current MICE environment and industry trend, but also explore in greater depth the different ways of conducting an exhibition."

Every completed activity or session at Virtual IT&CM China earns buyers points that will be counted towards a sure-win lucky draw (see side bar).

For Chinese buyers, their prizes include the exclusive IT&CM China and CTW China x Chum Courtesy card, launched by CTS MICE Service.

Chum Courtesy is a VIP membership that offers business and leisure travellers access to exclusive services, such as dedicated airport lounges with pre-flight refreshments, fast pass for airport security, limo transfers, insurance, high-end hotel discounts, visa services, duty-free discounts, and more.

Zhang shared that users of this card have reported that the guest service and customs process at Beijing Daxing Airport is "73 per cent more efficient than ordinary inbound and outbound passengers".

Feeling lucky?

Buyers attending Virtual IT&CM China and CTW China have a chance at a sure-win lucky draw to bag an indulgent hotel stay at properties like Banyan Tree Bangkok and Grand Hyatt Erawan Bangkok; a tour of Taipei; or a Chum Courtesy Card which packs in numerous perks for travellers.

To qualify, buyers will need to fulfil all their pre-scheduled appointments and earn points by participating in various activities; points open doors to higher valued prizes. T&C apply.

A kingdom's MICE comeback

Thailand has been largely successful in battling Covid-19, and was ranked number one in the world out of 184 countries, according to the Global Covid-19 Index (GCI) published on July 28, 2020.

The kingdom received an index score of 82.06, putting it on top of the global chart as an example of best practices in tackling the ongoing pandemic.

In anticipation of the gradual resumption of international travel and stimulate the return MICE, Thailand Convention and Exhibition Bureau's (TCEB) new marketing campaign, *I M PEOPLE FOCUSED*, gives event organisers access to US\$500,000 worth of financial support and an equivalent value

in complementary products and services from participating partners.

This campaign is underpinned by the *EASE UP Recovery* Campaign, which includes up to five million baht (US\$158,843) in grants for eligible groups.

TCEB has also taken the initiative to set up a Covid-19 Information Center, to keep clients up-to-date on the industry's current comings and goings.

TCEB will be dishing out more information on the subventions at 15.35 (GMT

+8) today through a Brand Showcase Presentation at the Virtual IT&CM China. The presentation is available in Mandarin and English.



In brief

Osaka holds first live exhibition

Japan has just concluded the country's first live exhibition since the Covid-19 outbreak. The 12th Kansai Hotel & Restaurant Show was held from July 29 to 31 at INTEX Osaka, following the end of the national state of emergency. The event featured 176 booths from 96 companies and conducted 27 free seminars, with full measures in place to ensure the safety of all participants.

Monica Lee-Müller to helm UFI

The UFI Board of Directors has elected Monica Lee-Müller as president of UFI for the 2021/22 period. She has been the managing director of Hong Kong Convention and Exhibition Centre (Management) since July 2012, and is active with UFI for many years, supporting the association's mission and driving developments, especially on diversity and sustainability projects. Lee-Müller has also served as a board member of UFI for the past 12 years.

New considerations as live events return

Destinations' crisis readiness, suppliers' safety protocols, flexible contracts among top needs

By Karen Yue

Business event specialists in Asia-Pacific are tackling a different set of considerations when evaluating potential destinations and event vendors as clients resume their face-to-face event plans.

Unique activities, exciting venues and appealing attractions now sit lower on clients' checklist, according to Petrina Goh, commercial director of CWT Meetings & Events in Singapore. The destination's track record in coping with the Covid-19 outbreak, safety standards and availability of good hospitals are deemed more important today.

BCD Travel now runs through a comprehensive set of questions, on behalf of their clients, when deciding on a destination or supplier.

According to company spokesperson Agnes Heng, the checklist includes policies on surgical masks and other personal protective equipment (PPE) for employees, guests and event attendees; updated capacity charts with social distancing measures in place; crisis management plan; and the availability of an infection mitigation coordinator onsite; among others.

And with event plans likely to be disrupted by sudden infection resurgence, event planners and their clients are also scrutinising attrition clauses, minimum spend requirements and cancellation or postponement policies.

The current complexity around event decision-making, frequent changes to travel and activity restrictions, as well as differing health and safety regulations across destinations, have led event specialists to advise CVBs to be more informative.

Ian Cummings, global vice president, commercial, CWT Meetings & Events, said: "There are some CVBs that we are just not hearing from at all and therefore have no information on their destination."

In his view, critical information could include updates on air access and immigration processes, developments in the local business events industry, and latest subventions available to buyers.

He believes that CVBs should now act as communication hubs – an effective consolidator and disseminator of relevant information from various sources across the country.

And if done right, CVBs could well sway clients' decision with their messaging during this business crisis.

Francis Cheong, co-founder and group CEO of Malaysia-based Aavii Worldwide said: "CVBs will play an even more important role now than ever. They need to think differently about how to inspire travel intent during such unusual times."



Clients in Malaysia are starting to look for (overseas event) alternatives because it has been more than four months of business inactivity (here)."

Francis Cheong

Co-founder and group CEO,
Aavii Worldwide

BCD launches Covid-19 travel information solution

BCD Travel has introduced the Informed Traveler, a global initiative aimed at helping travellers, travel managers and agents make smarter business decisions amid a landscape of constantly changing rules, laws and procedures.

With the Informed Traveler, users gain access to real-time information such as destination risk alerts, airline and hotel policies, ground transportation protocols and travel restrictions.

John Snyder, president and CEO at BCD, said: "Our content engine pulls information from more than 800 sources, curates and distributes it across all traveller touchpoints including agent point-of-sale, the TripSource mobile app, and the responsive Covid-19 Information Hub on TripSource.com."

Informed Traveler is being rolled out in phases. The first phase, available now, includes agent access to destination content and travel requirements, a Covid-19 Information Hub accessible from TripSource.com, itinerary communications and mobile notifications.

The second phase, launching this month, will allow travellers to enter their itinerary details to generate more personalised Covid-19 related updates.

The Informed Traveler is based on extensive traveller research and customer interviews that illustrated a change in the way travellers plan for a trip.

"Pre-Covid programmes focused primarily on two phases of the trip cycle: the booking process and the actual journey," noted Heather Wright, vice president product marketing at BCD.

"Now we have new areas of focus that are just as, if not more, important. The first is the decision phase, where a traveller looks at trip variables such as risk, cost and route and makes a conscious decision whether to book the trip. The second is the preparation phase, where travellers monitor trip details – which could change between booking and the journey – researches guidelines and requirements and gathers travel tips."

Earlier in June, BCD Travel launched a Back to Travel digital guide, a resource for travel managers to rethink their programme's return to active travel. It covers four areas – duty of care, traveller communications, spend management, and travel policy – where each section highlights trends, practical advice, checklists and solutions.



Meet the buyers

New connections and destination information are on the wish list of buyers at the inaugural Virtual IT&CM China



JING GUOLE
Project manager (European Tourism), Shaoxing Lepetit Enterprise Management, China

"As a company dealing with overseas education, immigration services and tourism for high-net-worth individuals, we source for customised reception services and luxury experiences in European destinations for our clientele. We hope to connect with suppliers who understand our requirements and look forward to the virtual PSAs."

AARON THAM
Immediate past vice president and conference chair, Travel and Tourism Research Association Asia-Pacific Chapter, Australia

"We plan to hold our next edition of the Chapter conference in China for the next three years, and would like to source locations within universities, convention centres or hotels with conferencing facilities that include three to five breakout rooms for at least 40 people. I hope to meet with suppliers located in Beijing, Shanghai or Guangzhou, and take virtual tours of their venues."

KIM SIEW MING
Executive administrator, Broadcom Inc, Malaysia

"I would like to learn how the world would change with Covid-19, specifically the impact on the MICE industry and how long it would take to recover. I'm also keen on the brand showcases at Virtual IT&CM China."



ANTONIO C ESTEBAN I
Managing director, Mooncake Educational Travel & Tours, Philippines

"We have an event planned for Taipei in June 2021, so I will be looking at hotel accommodation, airlines, short tours and transfers. I look forward to the range of virtual activities such as PSAs, walk-in meetings, brand showcases, buyer procurement showcases, networking and education sessions."



EKATERINA NOGAIEVA
Marketing manager, Peugeot Citroen Rus, Russia

"We are planning for upcoming incentive trips to China, Thailand and South Korea in 2021, and are (keen on) promotions and offers. In addition, I would like to meet hotels, DMCs and other travel agents who specialise in South-east Asia. Thus, the business meetings, brand showcase presentations and virtual education sessions will be important."

SAMEER SHAH
Head of contracting, Golden Tours, India

"I am looking for new partners to strengthen our existing network in established MICE destinations like Shanghai, Beijing and Guangzhou as well as up and coming destinations like Guilin, Xi'an and Sanya. I am also open to business opportunities with cruise companies, DMCs, ground handlers, excursion suppliers and travel technology companies."



MACIEJ OLBERT
Procurement category executive – business travel & events, Philip Morris International, Poland

"This is my first virtual event and it'll be interesting to see how this new format will support the creation of new business relationships and build industry knowledge in the demanding MICE and corporate travel markets. I am keen to find out how China-based companies are operating amid a global pandemic, and their business continuity plans moving forward. I foresee a fruitful exchange of knowledge and experiences in the buyer procurement showcase segment."



KHALED ABDO QAID NAJI
Tours manager, Hesen Al Musafer Travel & Tourism, Saudi Arabia

"My goals in attending IT&CM China would be to network with travel suppliers and wholesalers, gather valuable data from other participants, and to better understand China as a destination. I would be looking at cruise deals, tours, accommodation and car rentals."

Forward thinking

George Cao, CEO and co-founder of Dragon Trail Interactive, urges planners to beef up their tech capabilities before it's too late and points out why Asia remains a strong contender for Chinese MICE buyers.
By Rachel AJ Lee

How soon do you think the business events industry can get out of this Covid-19 slump, and what are some of the steps in the right direction?

I don't have a crystal ball, and have been spectacularly wrong in predicting the recovery timeline when the pandemic first broke out in China.

But I can see that domestic travel has started to recover in many countries, and with that, smaller scale events should follow soon. There are still many uncertainties when it comes to large conventions and exhibitions, especially those expecting international participants, and I think it'll be 2Q2021, at the earliest, before we see those return.

The most obvious attempts in getting back to the game are virtual events. The players that are proactive in this space will gain insights and experiences in what the latest Internet technology can bring to the business events industry. And those experiences will prove highly valuable, when hybrid events with participation onsite and on the cloud, are accepted as the new normal.

Another notable endeavour is the planning and execution of tourism recovery campaigns, by governments and private com-

panies. Abu Dhabi's *Go Safe* as well as Trip.com's *Travel On* are great examples.

What is the one thing that event organisers can improve on during this time?

The smart use of technology and data to improve both the business processes for event organisers, and the experience of event attendees.

Demand for hybrid events, where onsite and remote participation are equally supported, will become stronger. This means the industry as a whole will have to embrace more digital tools and technologies to satisfy the new demand.

Virtual reality and live streaming will also transform the way site inspections are done. Not only will these technologies enable remote site inspections, they could also help create always-on online marketplaces that allow event planners to reach suppliers anytime they want, conduct negotiations and even sign contracts online.

New technologies, such as facial recognition, could turn event venues into smart places where personalised experiences are automatically offered to event attendees.

Which Asian countries will be of greatest interest to Chinese buyers?

Thailand, South Korea, Vietnam, and Singapore will appeal. These are short-haul destinations to begin with. Based on past experience, travel recovery first happens in domestic markets, then short-haul, before long-haul comes back.

It is highly likely that travel bubbles between China and these destinations will be implemented before others. Additionally, with the exception of Vietnam, these countries have been active in the market through the pandemic, which should help with winning mind-share in Chinese buyers post-pandemic.

The world's destinations are competing keenly for Chinese events. Does Asia still offer a strong proposition?

Destinations in Asia offer a lot of advantages to Chinese business events buyers that long-haul destination cannot compete with. Shorter travel distances, similar cultural backgrounds, familiar F&B offerings, close timezones, to name a few. While many Chinese are no doubt looking for new destinations and experiences, there is a lot of room for both destinations and suppliers in Asia to innovate and satisfy the ever-increasing demand for something new.

They can innovate with help from Chinese business events buyers. They know their customers better than anybody else, so listen and brainstorm with them what will catch the customers' attention. Sellers will also have to rely on their creativity to package new experiences in destinations that might be familiar to many Chinese travellers.

What are some challenges Asian sellers have to overcome when promoting to Chinese buyers in the near future?

Obviously, health and safety will be of the utmost concern. Suppliers need to start now – if they haven't already – and formulate their strategy in ensuring the health and safety of event goers before business events can really return from China, or elsewhere for that matter.

The second challenge would be re-establishing business connections with buyers in the market. As the pandemic devastated the business events and tourism industry in China in the past six months, many people have left the travel trade. How to reconnect with old business contacts and establish new connections would be a difficult task.

Another area which suppliers may face some difficulties in is the likely demand for hybrid events proposals. Those who are well prepared, in both service offering and business models, will be in a better competitive position when the market returns.

What should sellers know about Chinese event attendees today?

Chinese consumers are getting more digitally savvy. They will very likely expect more digital conveniences at events they attend in the future and planners should be mindful of that when selecting destinations and suppliers.

I also believe tech convenience will be a factor in destination choices. For example, destinations where WeChat Pay and Alipay are more widely accepted should be able to use that as a competitive advantage.



An arsenal of support

Thailand's public and private sectors are proactively driving the industry forward with financial grants, new initiatives, and tech upgrades. By **Anne Somanas**

Over US\$650,000 of grants, a fast-track lane at the airport, an online resource centre and business events-specific health and safety certifications are just some of the initiatives that Thailand has been swift to assemble so that B2B events can resume as quickly as possible.

To stimulate the return of international incentives and corporate meetings, Thailand Convention and Exhibition Bureau's (TCEB) new marketing campaign, *I M PEOPLE FOCUSED*, gives event organisers access to US\$500,000 worth of financial support and an equivalent value in complementary products and services from participating partners.

This campaign is underpinned by the *EASE UP Recovery* Campaign, which include up to five million baht (US\$158,843) in grants for eligible groups.

Groups need to have a minimum of 40 delegates, and stay at least two nights in Thailand, to enjoy a financial subsidy of up to 1,500 baht per pax; or a maximum of 300,000 baht per event. Other benefits include a fast-track lane at the airport, and complimentary airport transfers.

TCEB has also taken the initiative to set up a Covid-19 Information Center, to keep clients up-to-date on the industry's current comings and goings.

"The centre monitors, compiles, examines and assesses information, especially the impact of the disease on the MICE industry, and makes recommendations," said Chiruit Isarangkun Na Ayuthaya, president of TCEB.

This was rolled out alongside TCEB's new *MICE Venue Hygiene* campaign in June 2020, which was backed by other industry associations including Thailand's Event Management Association, the Thai Exhibition Association, and the Thailand Incentive and Convention Association (TICA).

Chiruit shared that some major business event venues have put in place their own standard operating procedures, which are in line with the government's guidelines.

To enhance hygiene capabilities of venues across the country, TCEB has launched



Bangkok, the capital of Thailand, is one of Asia's most well-known meeting destinations

a programme to subsidise venue operators' efforts in securing equipment that fall in line with the new health protocol. Currently, TCEB's Covid-19 Free Meeting project, shared Chiruit, has 216 participating venue operators.

Venue operators have also kept busy scaling up their technological capabilities to support hybrid events, and physical events that observe social distancing.

One such example is the 140,000m² IMPACT Arena, Exhibition & Convention Centre. Loy Joon How, general manager of IMPACT Exhibition Management, told the *Daily* that the venue is now offering clients solutions that observe new requirements and formats.

Moreover, Thailand's current inbound travel restrictions need not be an obstacle, as organisers can still organise events from afar.

For example, TCEB's Virtual Meeting Space project provides support for organisers hosting webinars. Since its debut on

April 7, seven international conventions and over 10 international tradeshow have applied to use the online platform.

Sumate Sudasna, president of TICA, emphasised that Thailand's suppliers have equipped themselves to support online events.

"Several equipment provision suppliers have invested in technology to manage hybrid and virtual events while most countries are still in lockdown," he shared.

"Events can still be organised virtually in order to continue business and maintain association and corporate dialogues, until hybrid or face-to-face events return."

Thailand's time in lockdown has also not gone to waste for event professionals.

According to Chiruit, as many as 250 entrepreneurs in Thailand participated in TCEB's E-Learning Platform during this downtime. This online learning centre helped stakeholders reskill or upskill their workforce, earning a TCEB certification in the process, Chiruit said.

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Knowing what ticks

South Korea is going with the hybrid events flow to enable MICE industry recovery, with support schemes now on the drawing block. By **Juyoung Lee**



Korea Tourism Organization is developing a series of support for organisers looking to conduct hybrid events in the destination, Seoul pictured

South Korea is leveraging its strengths as an information and communications technology (ICT) powerhouse to provide a platform on which hybrid business events can thrive during the Covid-19 pandemic.

In fact, the term “untact” has been coined – a combination of the words “un” and “contact” – to describe a future where online interactions are prevalent, and transactions without direct contact between service providers and consumers are preferred to minimise infections.

South Korea’s business events industry is on the “untact” trend. A case in point is the Bio Korea 2020 conference, which was held online for the time since its inception. The virtual event was held from May 18 to 23, 2020, at a time when many conferences were either cancelled or postponed due to

the pandemic.

Kwon Deok-cheol, president of the Korea Health Industry Development Institute, said he was buoyed by the support for the Bio Korea 2020 online conference. Participation from around the world increased after the conference went online, drawing about 40,000 people from 52 countries. Some 757 business consultations were made via real-time video meetings during the event. The conference also featured lectures by some 90 speakers in the areas of treatment technology, data convergence and industrial information.

The most striking feature of the event’s online exhibition was the 360-degree virtual reality pavilions, where participants were able to visit exhibitors freely from a first-person perspective.

The success of the online event has led

Kwon to decide to adopt a hybrid format from next year on.

Korea Tourism Organization (KTO) acknowledges that the business events industry will have to move forward with a hybrid programme format, especially as travel restrictions remain.

Presently, foreigners entering the country must serve a two-week quarantine.

While the shift to hybrid event formats may seem like a disincentive for the industry, which relies on the use of physical spaces and accommodation, live experiences and services to drive revenue, KTO has chosen to work with the flow rather than go against it.

As such, it is working to develop specific guidelines to support such hybrid events.

“We don’t have specific details yet, but we will come up with incentives to financially and logistically support (eligible) international conferences...held in South Korea,” said Park Jae-hwi, a KTO spokesperson.

KTO told the *Daily* that even if international event organisers were to only allow local participation while broadcasting online to foreign attendees, the same support and benefits would be offered as if they were to meet in person in South Korea.

“Not only is this safer, it can also help maintain (South) Korea’s competitive edge as a (business events) hub,” added Park.

Meanwhile, KTO is maintaining information flow to its trade audience, through regular newsletters and media updates, to ensure event organisers are aware of the destination’s progress in arresting infections and other positive developments.

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On the move forward

The Philippines is playing up business event capabilities and destination key selling points to move industry recovery along, discovers **Rosa Ocampo**

The Covid-19 pandemic may have forced companies to shelve their event plans but stakeholders of the Philippine business events industry have kept busy paving the way for recovery.

The country recently rolled out health and safety guidelines governing the operations of business event organisers, venues and related facilities, assuring travellers of hygiene, cleanliness, safety and security on par with international standards.

The Guidelines on MICE Operations has also been signed, allowing business events to be held in destinations with the lowest or no risk of Covid-19. At press time, these destinations include wide swathes of Luzon (Pampanga including Clark, Baguio and the Cordillera, Ilocos, Bicol, etc.), Visayas (Cebu Province, Bohol, Iloilo, Siquijor, etc.) and Mindanao (Davao, Bukidnon, Cagayan de Oro, etc.)

The country's business events industry is also leveraging technology to aid continuity, such as live streaming and augmented reality which have facilitated the emergence of online and hybrid events where digital advancement becomes part of live events.

Orly Ballesteros, COO of Ex-Link Events, said these trends underscored the need for digital event management specialists who know how to engage the audience in a different setting.

Ballesteros said online and hybrid events are increasingly popular as "online is affordable, reach is extensive, and data is automatic or real time".

The annual Tourism Business Exchange (TBEX) Pilipinas is one of the events that went hybrid this year.

As TBEX is recognised as an "institutional" event, organiser Angel Ramos Bognot said it would get grants and assistance, including the hosting of foreign and lo-



Iloilo is one of the destinations cleared for resumption of business events; Molo Mansion museum pictured

cal buyers, from the Tourism Promotions Board (TPB), indicating that the latter is open to granting elusive subvention.

Bognot said TPB's subsidies for business events, through cash incentives and activities, would lift this beleaguered sector.

Ballesteros said the Philippines' edge is its heartware – hospitality and service orientation which goes a long way in putting travellers at ease in the new normal – apart from being "affordable" compared with other countries.

Another key selling point is the country's huge cache of pristine, unknown countryside and eco-destinations offering unique and meaningful experiences in CSR, community interaction as well as leisure and adventure activities.

Jenn Glynn, SITE president, said top achievers desire des-

tinations they haven't been to and that include the Philippines.

She shared in an industry webinar that while there are large incentive programmes, majority of those that SITE members work with have just 25 to 50 people on average, Events of such sizes are "easier to contain", she said.

Instead of featuring crowded destinations with "champagne and caviar" in the programme, Glynn advised Philippine stakeholders to design future incentive travel programmes where participants can be taken "to the countryside or remote locations" and "create authentic, unique experiences, something that's memorable and easy to sell in the long term".

These locations sprawled across 7,100 Philippine islands are becoming more accessible as infrastructure such as airports, highways, bridges, convention centres, hotels and destinations continue to be spruced up and built.

SMX Convention Center vice president and general manager, Walid Wafik, remarked that these projects would "increase connectivity in and out of the country, making it easier for delegates to travel".



(Digital events are) affordable reach is extensive, and data is automatic or real time.

Orly Ballesteros

COO, Ex-Link Events





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Event Highlights

Correct as of 24 July 2020

Opening Day

3 Aug

- 1500 – 1600hrs** | Keynote Address “Digital-First Future in MICE and Corporate Travel”
- 1600 – 1630hrs** | IT&CM China and CTW China 2020 Virtual Event Orientation Tour
- 1630 – 1700hrs** | Event Opening and Networking

Virtual Exhibitions

4 Aug, 5 Aug | 0900 – 1900hrs

“Walk-in” Meetings

4 Aug, 5 Aug | 1000 – 1120hrs, 1530 – 1650hrs

Pre-Scheduled Appointments

4 Aug, 5 Aug | 1120 – 1255hrs, 1355 – 1535hrs, 1650 – 1830hrs

Networking

4 Aug

1830 – 1900hrs | Quickfire Stage Presentations

5 Aug

1830 – 1900hrs | Themed Chatrooms

10 Brand Showcase Presentations

4 Aug

1005 – 1025hrs | Hainan Tourism Office

1030 – 1050hrs | Busan Tourism Organization

1055 – 1115hrs | SANGHA Retreat by OCTAVE Institute

1535 – 1555hrs | Thailand Convention and Exhibition Bureau (TCEB)

1600 – 1620hrs | Malaysia Convention & Exhibition Bureau (MyCEB)



10 Brand Showcase Presentations

5 Aug

1005 – 1025hrs | MEET TAIWAN

1030 – 1050hrs | Hangzhou Municipal Bureau of Culture, Radio, TV and Tourism

1055 – 1115hrs | Gyeonggi Tourism Organization

1535 – 1555hrs | Taiwan Tourism Bureau

1600 – 1620hrs | TTG Tourism Group



Buyer Procurement Showcases

Aug 4

1535 – 1555hrs | China Comfort International MICE Service Co., Ltd. (China PR)

1600 – 1620hrs | Mooncake Educational Travel And Tours (Philippines)

1625 – 1645hrs | China Parking System Manufactures Association (China PR)

1625 – 1645hrs | Council of Young Leaders, Story Planner® (Mexico)

Aug 5

1535 – 1555hrs | Travel And Tourism Research Association Asia Pacific Chapter (Australia)

1600 – 1620hrs | Hesem Al Musafir Travel & Tourism (Saudi Arabia)

1625 – 1645hrs | International Arts Exchange Committee, China Association of Collectors (China PR)



Legend

● Exhibitor ● MICE Buyers ● Association Buyers ● Corporate Buyers ● Media

Education Highlights and Speakers

Opening Keynote

Digital-First Future In MICE and Corporate Travel

3 Aug | 1500 – 1600hrs

Uncover insights on how the industry should plan for a post-pandemic MICE and Corporate Travel market,, as digital tools that facilitate virtual communications gain traction.

Moderator: George Cao, Co- founder & CEO, Dragon Trail Interactive

Panellists: **Zoe Lo**, Regional Director, Mainland, Hong Kong Tourism Board | **Kitty Wong**, President, K&A International and member of WPCOA | **Sharon Liu**, Global Strategy, BDM of Tencent Cloud Media and Telecom Industry Centre

MICE Seminars

Adaptation and Innovation of MICE industry under the new normal (Hosted by CBEF)

4 Aug | 0900 – 1000hrs

Industry experts from China Business Event Federation (CBEF) share how they promote service innovation and accelerate transformation of corporate and association meetings, as the normalisation of epidemic prevention compels the MICE industry to change its traditional mode of operations.

Moderator: Alicia Yao Hong, Vice President, China Business Event Federation (CBEF)

Panellists: **Jack Yao Xin**, Secretary General, China Council for the Promotion of International Trade(CCPIT) Commercial Sub-council | **Catty Yun**, Founder & Chairman, Sourcing China | **Tony Wan**, CEO & Co-founder, 31 Events | **Becky Cao**, Vice President, Global Sales, Greater China, Marriott International Inc

Reopening Business Events: What can we do better? (Hosted by ICCA)

5 Aug | 0900 – 1000hrs

In this session, the panel will discuss on the reopening of business events in the region, share industry best practices and crisis-management plans they have implemented in their respective organisations.

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

Panellists: **Michael Kruppe**, General Manager, Shanghai New International Expo Centre Co. Ltd. | **David Sun**, Managing Director, MadTech Event Service Co., Ltd. | **Jessica Chang**, Managing Director, JCIM Limited

CTW Conferences

Corporate Travel, Meeting & Events Industry Outlook For 2021

4 Aug | 0900 – 1000hrs

Join in an engaging perspective forum by leading industry stakeholders on China's corporate travel rebound and recovery trajectory; the evolution of its travel bubble strategy; market predictions on the return of China's inbound and outbound business meetings and events travel; and how corporate travel executives are revisiting their policies and budget in supporting the value and role of business travel.

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

Panellists: **Ni Hui**, President, Grand China MICE Holdings Co., Ltd | **Luc Lu**, JAPAC Sr. Strategic Sourcing Manager, Beckman Coulter Diagnostics | **Linda Xia**, Head of Global Sales – China, Hyatt Hotels and Resorts | **China Fan Lifeng**, Strategic Cooperation GM, Jing Dong Group

The New Age of Corporate Travel: AI, Personalisation and Vendor Innovations

5 Aug | 0900 – 1000hrs

Technology and digital adoption have taken centre stage with the pandemic, as businesses move towards contactless solutions in adapting to new norms. Artificial Intelligence (AI) is trending in corporate service deliveries as it can be customised with varying requirements and focus to anticipate client needs, and sustain their satisfaction. Vendors will need to include new KPIs that are innovation-driven, with know-how, foresight and on-point solutions to help corporations navigate their policies and practices in the new age of corporate travel.

Moderator: Jonathan Kao, Managing Director Greater China, BCD Travel

Panellists: **Nie Hongjun**, CEO, MGDS | **Li Lei**, Founder & Director, Youli Hospitality Consulting Co., Ltd | **Leo Pan**, GC Travel Counselor, Greater China, Boston Consulting Group | **Kevin Hu**, Finance Director, Shanghai Chicmax Cosmetics Co., Ltd

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Accumulate Points 积分

Earn points for every event activity / session in the programme. The more you participate, the more points you earn (Table 1).

每次参与每项活动或课程可获得相应积分，请见表格1。



Surprise Win Lucky Draw 幸运大抽奖

With your points earned, enter the Surprise Win Lucky Draw and walk away with attractive surprise prizes (Table 2).

凭您累积的积分即可参与幸运大抽奖，赢取惊喜大奖。

Earn Points By Participating In Missions

完成任务获取积分

 <div style="background-color: #007bff; color: white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">+2</div> <p>Complete Pre-Scheduled Appointment (PSA)</p> <p>完成 预先设定商务拜访 (PSA)</p> <p>Max. 40 points 最多40分</p>	 <div style="background-color: #007bff; color: white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">+2</div> <p>Attend Board Showcase Presentations (BSP)</p> <p>参与 品牌推介会 (BSP)</p> <p>Max. 24 points 最多24分</p>	 <div style="background-color: #007bff; color: white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">+1</div> <p>Attend Networking Sessions</p> <p>参与 社交活动</p> <p>Max. 3 points 最多3分</p>	 <div style="background-color: #007bff; color: white; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">+1</div> <p>Attend Education Sessions</p> <p>参与 教育会议</p> <p>Max. 3 points 最多3分</p>
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协会应合作 引领跨行业商务活动

在新冠肺炎疫情冲击下，各行各业都受到不同程度的负面影响。专家认为，未来每个行业都应该转换思维，不同行业的专业协会需要携手合作，带头引领跨行业的结合性商务活动，突破汇聚单一行业的专业人士，让各方参与者都能从同一活动中受益。



■张广文=采访报道

要从疫情中恢复，成为超级赢家，全球城市顾问Greg Clark教授表示，就必须看到行业之间的潜在合作商机。过去每一个行业都聚焦于本身的专业性，只关注在活动中将与自己相关的行业进行结合，而现在每一个行业都承受疫情所带来的打击，因此，转换思维非常重要，突破行业框架，找寻与其他行业合作的利基点，从中打造独特的商务活动，让双方乃至多方行业人士都能受益，才有机会成为市场领军者。

商务活动组织者可以趁现在暂停期，天马行空的发挥创意，与不同行业的协会沟通和讨论，看看如何运用会议、展览等平台，创造出与众不同的跨行业合作模式。以旅游专业的商务活动为例，除了能够汇聚航空、酒店、主题乐园、景区景点等相关行业从业者，更可以拓展到医疗、体育、摄影、互联网服务，甚至电信、5G等高科技、贸易、地产、金融、物流快递等领域。找到合适的切入点，平台就能

建立，同时，打造行业之间互相帮助业务的方法，商务活动就能创造人流规模。

就目的地而言，全世界各地都因为新冠肺炎疫情，正在先后经历：全面封锁、逐步解除封锁、多渠道启动经济，以及打造新常态的四大步骤。可以预期的是，由于航班减少、旅客信心不足，接下来将有很长一段时间，出行将会和对不安全担忧、昂贵成本等挑战挂勾，因此，会展行业尤其要说服目的地，让政府了解到，商务活动可以发挥帮助行业重新启动的功能，创造创新教育机会，打造知识经济与体验经济，甚至可以改变目的地的形象，让城市透过举办大型活动，分享安全、健康、欢迎到访者等故事，一边恢复旅游产业，一边争取更多潜在旅客的关注。

要打造主题性的行业会议、提供一个可以与当地世界级业界互动的机会，并非难事，政府应该积极利用协会的优势。未来目的地在思索本身想要驱动哪一种类型的旅客经济之际，协会行业更要聚焦于让会展行业从中发挥协同与聚合效应，以及自己可以在其中扮演的引导性角色，使得本身策略和政府目标一致，不但振兴经济，又能复苏产业。

另外，商务活动要成功，离不开政府对公共安全的重视。除了会议场地的防疫措施要到位，参与会议者自离开家后，一路上使用的计程车、机场、飞机、酒店等，都得确保旅客的安全与健康。

未来会议的规模、形式、架构还都会改变，更少人出席、更多线上结合线下，都是新常态，举办会议的主办方更需要提升自我能力，才能应对疫后方方面面更高的要求。

Data Driven

资料驱动编制决策 助力协会聘任员工

■钟韵=采访报道

协会在明确自身商业模式及发展目标和策略为何之后，便需着手选择最能推动协会有效运营的人员编制架构。通过资料，协会可找到最适合自身发展策略的编制类型，聘用合适员工。

协会一旦确立了商业模式及发展目标和策略，就需建立基础架构，以推动其发展并达到目标。同时，还需好好利用手边资源、了解资源不足之处，并弄明白什么样的科技方案适合自身商业模式，以及哪些供应商和合作伙伴可深入合作，以支持协会之成长。前述工作都到位后，协会还应检视自身商业模式，选择能推动协会有效运营的人员编制架构。

Bostrom协会管理公司首席营销官 Jeanne Sheehy介绍，国际上，协会的管理编制在历经长期演变后，大体可分为四类。

一、由志愿者来管理：通常此类协会成立时间较短或者规模较小。

二、自给自足：协会自己聘用员工和管理人员。

三、由专业协会管理公司 (Association Management Company, AMC) 来管理：

AMC可从首席执行官级别一路到最基层员工都提供人力资源，也可以外包模式进行部分管理，即当今通行的「混合型」管理模式。

「混合型」管理模式当中，AMC可以只管会议、财务、营销等部门，或者管理除了首席执行官之外的所有其他业务；协会或也可自己聘用部分员工、部分业务请AMC来代管、另外再把一些专业职能外包出去。

四、虚拟型，即前述几类工作都通过网路进行。

无论哪一种，协会都需先明确自身商业模式为何，再从效率和效果的角度来选择最适合自身发展策略的人员编制类型。资料在此可起到重要作用。Jeanne Sheehy解释，协会有职位空缺时，协会应自其商业模式依循哪些指标来进行人员编制之决策？利用资料，协会可使聘用决策与协会的商业策略和发展目标达到更好的一致性、了解员工的投资报酬率及该职位可为协会起到的具体支持作用，同时提高职位与业界人士的匹配度。



商务活动可以发挥帮助行业重新启动的功能，创造创新教育机会，打造知识经济与体验经济，甚至可以改变目的地的形象。

差旅经理新议程 聚焦员工健康及工作生活平衡

在新冠肺炎疫情冲击下，不少企业会安排员工在家中上班，并尽可能减少员工的商务旅行，促使企业差旅经理与其合作伙伴将工作重点转移聚焦员工的健康，以及员工在工作与生活之间的平衡。

■张广文=采访报道

现在不必要的旅行被搁置，员工可能不会面临旅行压力，Wesfarmers集团采购经理Stephen Turner表示，但是从办公室过渡到在家工作时，其实压力很大。

公司管理层除了向员工强调他们并不孤独，更要鼓励团队成员继续保持像以前一样正常工作时间，例如，将过去上班前的通勤时间，和家人好好享受早餐。又如，在公司原本设置茶歇与午餐时段，照旧休息，吃点点心，或是趁机睡觉，以补充体力。再如，将电脑螢幕当成办公室空间，到了下班时间，就不再使用，直接关掉，要让员工拒绝每天24小时随时都在工作，并重视个人的生活时间。公司还设立了一项基金，提供员工在家中可以使用的人体工学电脑椅，而且针对每一个家庭进行

安全检查，以评估员工有没有不快乐或孤独的迹象和情绪需要协助。

除了聚焦工作与生活之间的平衡，公司差旅经理的议程上，还要帮助员工应对在家工作的压力。例如，面对定期要举办的小组会议，在会议之前设计15分钟的瑜伽伸展和放松练习。又如，在周五中午12点之后，不准再安排会议，周末更不可开会。还有，每周设定一个精神健康日，让员工可以借机审视自己的压力状况，打造让自己放松的工作环境。公司还可以定期分享一些员工可以和家人或社区一起做的活动，像是烹饪食谱、周末度假好去处等，让员工保持乐观，有信心面对未来，提升团队向心力，并感受到公司的付出。

同样的，国际橄榄球运动联合会SANZAAR首席执行官Brendan Morris认为，让员工快乐，才能使他们发挥最大努力，愿意长期为公司工作，因此，公司必须支持员工和家人相处，适时停机休息。只有照顾好员工，公司才能长期健康发展。公司管理层要带头表明一直工作是错误的观念，并且要提供热线，让员工有渠道可以求救。

BCD Travel亚太地区销售副总裁Ben Wedlock强调，公司不管生意好坏，都应该以照顾员工为责任和义务。尤其当大环境充满危机之际，更是考验公司文化的时候。除了确保员工在家工作时的健康状态，公司更应该正视员工在办公室外的生活，提供员工更多的学习和发展机会。另外，过去员工差旅前后，还有Bleisure可以为工作增值，然而现在差旅机会归零，公司应该推出别的办法，慰劳员工的努力。

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重新审视政策，聚焦疫后员工差旅安全实践

■张广文=采访报道

日前，2020首届Corporate Travel Community(CTC)圆桌论坛在上海举行。主办方强调，该活动是全球疫情下少数能举办的线下企业差旅行业活动，出席的多位旅游供应商与差旅经理，重点聚焦于探讨疫后员工差旅安全的实际实践。

CTC执行董事Benson Tang表示，会坚持在艰难的疫情反覆时期于上海举办线下企业差旅行业活动，是期望以此圆桌论坛为契机，突显出中国作为已经允许线下活动举行的国家之一，在疫情防控上成功打造的安全环境，同时，强调面对面活动所具备的双向沟通特色，无法被线上活动取代。值得关注的是，此次所有参会代表即使面对公司层层审查与批覆、路途可能感染并成为传播媒介、内心担忧害怕等挑战，依然选择盛情出席，展现出从业者对于进一步学习与面对面交流的渴望，更印证出旅游行业的重要性。



今年差旅经理除了短时间要面对机票价格上涨所带来的差旅成本升高压力，Benson Tang建议到，现在差旅经理必须发挥作用，调整本身功能，不只做需求建议书，利用目前的差旅低潮重新审视公司差旅政策，以员工安全为首要任务，包括了解无接触旅游如何实践、光触媒的运用、可携式酒精提供的必要性等，将需求整理清楚，并列出清单，和供应商一一商谈，让差旅者能在旅途中尽量以不接触的方式入住酒店、使用汽车等，

打造令人放心与安心的差旅体验。同时，挪出资源帮助差旅者，加强与International SOS、WorldAware等组织合作，建立应急计划，以便万一有人出现症状，可以根据计划冷静处理。趁机做好，让员工看到公司付出的努力；这对提升员工归属感与忠诚度也有帮助。

飞利浦个人业务和移动集群领导高级采购经理Tao Sha认为，员工的健康和安全，对公司的成功至关重要。因此，飞利浦正在与旅游供应商进行沟通和讨论，以寻求额外的健康措施，例如，达到新的社交距离要求。同样的，Camloy国际有限公司创始人兼董事总经理Nixon Chung指出，中小企业对员工福利的关注，与全球企业集团无异。作为一家区域性中小企业公司的创始人，个人更加重视员工在新冠肺炎疫情期间的出行安全，以及可以提醒员工注意可持续旅游的教育课程。这其实是许多中小型企业领导人共同拥有的价值观。

Sapporo

日本札幌瞄准周边国际客源
预计中国市场最快复苏

■钟韵=采访报道

北海道当前国际MICE市场活动虽按下了暂停键，但札幌国际会展局仍期望借着IT&CM China展会之机，向周边市场买家推广和交流。由于当地疫情已稳住，会展局对于市场逐步复苏，颇感乐观，并认为在新形势之下，中国市场预计将迅速增长，也相信札幌将可成为中国客人非常感兴趣的目的地。

札幌国际会展局奖励旅游协调员Ayako Kurosawa表示，北海道的新冠病例数已在日均病例数不足10人的稳定水平中控制住。例如，7月25日至31日，平均每日病例7.3起。就日本国内市场而言，随着7月22日日本政府为振兴旅游产业启动“GO TO Campaign”补贴计划，其国内市场已经开始逐步走向复苏，而札幌乃至北海道的民众也开始出门旅游。她表示，从北海道本地市场升温到日本其他地区客源到访，指日可待。

今年本计划借着IT&CM China 2020展会平台进行国际MICE推广的札幌国际会展局，对于展会转到线上举行，并未感到失望。反之，正因今年许多国际展会被取消或者推迟，使得IT&CM China 2020虚拟平台成了国际买家商务洽谈的绝佳机会。Ayako Kurosawa表示，得益于展会上举行，札幌国际会展局得以继续向东亚和东南亚MICE市场进行推广。由于国际市场预计将由周边国家开始复苏，因此其计划先把推广重点放在亚洲市场上。她说道，「我们希望直接听到这些地区会展市场买家的想法和意见，并就当前情况相互交流观点。」

但她也坦言，与实体活动相比，参加虚拟活动所需的金钱和时间成本虽然较低，然而，与此同时，由于体验和真实感受（特别是嗅觉、味觉和触觉等）无法通过电脑萤幕来传达，因此如何在虚拟平台分享达到实体活动推广的效果，将是一大挑战。

针对中国市场，Ayako Kurosawa表示，中国市场庞大，且无论是在新冠发生之前、过程中亦或是疫情之后，对札幌国际会展局来说都非常重要。而且，中国也是复苏最快的市场



提供 札幌观光协会

之一。她说道，「在新形势之下，中国市场预计将迅速增长，而由于两地从地理到精神层面都非常相近，因此，我们也相信札幌将可成为中国客人非常感兴趣的目的地。」

产业及环境优势为MICE发展加分

日本札幌在MICE领域有八大优势。首先，北海道大学于医学、环境科学、电子科学、宇宙工程等方面都是强项，为优秀的知识交流资源。其次，札幌作为北海道经济中心，拥有发达的食品加工业和国内外物流网，农业综合产业发达。再次，2008年八国峰会结束后，札幌建立了促进会展活动环保化的日本首个「绿色MICE志愿制度」，2015年并加入了国际环境都市指标GDS0Index，为亚洲城市先锋。此外，不能忽略的当然还有其著名的旅游资源；单是「札幌冰雪节」一项活动就能吸引250多万游客前去参观，而其良好的治安和完善的设施也为MICE活动提供安心的环境。

札幌的国际会议和奖励旅游活动接待环境完善且接待经验丰富，曾举办过的活动包括北海道洞爷湖八国(G8)峰会、亚太经合组织(APEC)贸易部长会议等重大国际会议以及大规模(最多6,500人)的奖励旅游活动等。

当地有诸多极具特色的场馆，比如札幌赛马场JRA可提供矮种马迎宾及使用大型萤幕进行特色赛马比赛；札幌啤酒园可作花园烧烤等。

札幌国际会展局(Sapporo Convention Bureau)还于协会会议和奖励旅游和商务活动领域提供招标、策划、场馆指引和赞助、参会小礼品、机场欢迎、现场指南、财务补助等全方位的支持。

Business Travel

疫苗研发露曙光，
国内商务旅行值得期待

■张广文=采访报道

近期，新冠肺炎疫苗研发传出捷报，疫苗可望于年底上市，该利好消息带动旅游和会展行业从业人员对市场恢复的信心，专家认为，国内商务旅行有望今年恢复，同时，核酸检测将成为旅客对目的地负责的直接方式；再次旅行与聚会的启动，必须让客户感到安全。

国际奖励旅游精英协会(SITE)全球理事会理事、SITE中国分会姚红表示，新冠肺炎疫苗或可年底上市，同时，全球规模最大的新冠病毒疫苗工厂已于武汉建成，国内商务旅行有望今年恢复。据了解，该生产车间量产后可每年可生产1亿剂疫苗。预计新冠肺炎疫苗的普及，将带动旅游和会展产业快速恢复。另一方面，核酸检测将越来越便宜，也越来越方便。由于有效性只有七天，而且检测结果半小时至三小时就可以知道，所有出行的人都应该接受核酸检测，以向目的地展现自己安全健康的状态。简单说，疫苗针对的是个人，而核酸检测则将是旅客对目的地表现自己负责责任的直接方式。

姚红强调，世界卫生组织日前宣布新冠肺炎疫情很可能三到五年都存在，因此，现阶段，不管是会展中心、专业会展组织者、目的地管理公司、协会、会议酒店、会展买家，还是法律与保险业者的产品，首要任务都应该是积极打造防疫标准作业流程范本，除了在合约商讨中纳入全面的保护机制、和律师仔细确认注意义务的法律义务，也要建立详细的卫生控制措施，以确保活动安全与顺利举行，并规避风险和损失。

同时，更要透过创新与充满创意的想法、计划和生意手段，推进跨行业合作，努力化不可能为可能。整体行业还可以借由举办网路活动，让参会者彼此分享实际作法，一边交流互动，一边推进统一的注意义务条款出炉，以进一步保障客户安全。毕竟，在安全的前提下，再次旅行与聚会的启动，必须让客户感到安全，而且即使没有统一的全球监督机构，仍然必须确保防疫安全条件得到满足。

随着疫情持续向好，刚走出第二波疫情的北京已可举办五百人以下活动，而即将举行的汽车展将成为北京大型活动重启的关键。

Macao

银河综合度假城做好准备 迎接企业团队

■张广文=采访报道

银河综合度假城借参与今年首次改线上举行的「中国（上海）国际会奖旅游博览会」，积极推介计划将于2021上半年开业的银河国际会议中心，同时，强调已做好迎接客人的准备，推广各项银河综合度假城的会议展览优惠，期待吸引更多企业团队的目光。



提供 银河综合度假城

银河娱乐集团新度假城会展营运及销售高级副总裁彭德伦 (Joeey Pather)对于参与今年首次以线上形式举办的「中国（上海）国际会奖旅游博览会」，深感期待。他表示，很高兴看到主办单位积极应对当前新冠肺炎疫情带来的挑战，改而采用新的线上模式，继续推进展会的举行，而非决定再次延期或取消。他相信此次活动将随着行业专业人士的齐聚而成功，同时确保会展行业持续发展、维持市场热度，并展现出面对困难时的强大韧性。这其实也再一次印证出，会展产业在每个经济体中，所能扮演的重要角色。

银河综合度假城日前推出「安心之旅」防疫保障措施，并持续引入先进技术，全方位落实全新健康和安全标准，为旅客到访做好准备。亦推出了一系列银河综合度假城的会议

展览优惠，包括全单折扣、迎宾茶点、免费旅游巴士接载、酒店客房升级、免费套房和「澳门银河™」及「澳门百老汇™」住客餐饮85折等。

面对未来，彭德伦强调，个人仍然相信面对面的互动，对会展行业，将继续发挥着关键的作用。当中，进行有意义的互动，更是与自己的客户和消费者建立长期关系的唯一方法。同时他也认为，由于能够将影响力扩展到新市场，已见证双线会展活动加速发展的趋势，与会人士不仅可在现场洽谈，更可相约于线上会面。未来将出现各种各样的线上混合线下活动，以满足依然存在的市场需求，而且越来越多场地将有能力提供类似的整套解决方案。

银河国际会议中心明年问世

以银河国际会议中心为例，作为明年加入澳门会议展览行业的新力军，银河国际会议中心配有5G设备，可实现高速连接网路及进行网上现场直播，待相应的技术和基建配套到位后，将成为全球数字和联播领域中的一流场所，更成为亚洲拥有顶尖先进技术的会展目的地之一，满足会展主办方利用线上、线下双线模式开创新会展模式。而且银河综合度假城与创意策展团队EVENT STUDIO

团队合作，为会展策划者打造会展一站式服务，并为会展活动需求，量身定制高端创意体验。

据了解，银河国际会议中心坐落于银河综合度假城，会议空间占地面积达40,000平方米，包括：面积达10,000平方米的无柱式展览馆、可容纳16,000位观众的银河综艺馆、拥有650个座位的演讲厅、可容纳2,400位宾客的礼宴厅、面积约4,000平方米的会议厅，以及可以同时接待超过1,000位宾客的宴会厅，还有提供超过700间客房及套房的豪华生活酒店澳门安达仕。当中，银河综艺馆配置令人瞩目的设计、顶级的视听和灯光设备、新型的通信系统以及适合多种场地布局和布置的灵活空间。此外，银河国际会议中心还与银河综合度假城紧密相连。

签证政策则为澳门后续的会展发展提供利好。内地自7月15日起已恢复办理广东省居民除旅游签注以外的其它各类赴澳门签注，8月12日起恢复办理内地其它省份居民除旅游签注以外的其它种类赴澳门签注。而旅客自由往来的恢复，预计将采取循序渐进方式逐渐放宽。自7月15日起，内地所有城市居民到访澳门，已无需进行14天医学观察隔离；同时，广东和澳门已实现双向互通，两地居民往返皆无须隔离。

Cruise

「探索梦号」率先复航，激励会奖市场

■张广文=采访报道

星梦邮轮日前举行盛大的首航典礼，庆祝「探索梦号」台湾基隆母港的【邮轮跳岛游】航线正式启航。「探索梦号」将带领台湾旅客到访澎湖、马祖、金门及花莲等目的地，从海上探索台湾之美，重拾邮轮旅游乐趣。「探索梦号」成功复航为几乎停摆的全球邮轮业带来正面激励，也为长期青睐邮轮的中国会奖市场，带来复苏的信心。

星梦邮轮【邮轮跳岛游】以「探索台湾之美，品味台湾之最」为主题，透过全新的邮轮跳岛形式，将台湾最美的离岛风光和优美的海岸串联起来，带领旅客到访最美离岛——

澎湖、马祖和金门，以及台湾东部的旅游胜地花莲，以更便利、安全、安心的方式，享受睽违已久的海洋休闲假期。

在疫情后的邮轮旅游新常态下，以餐饮卫生安全为前提，星梦邮轮推出创新的【自助餐】餐饮概念，突破目前邮轮上旅客需于固定三餐时间到限定餐厅用餐的传统，为旅客提供可以灵活使用和自主安排的餐饮消费券。

「探索梦号」旅客在【邮轮跳岛游】航次期间，可率先享受这种前所未有的【自由选择，体验升级】餐饮礼遇，随个人喜好使用消费券在任何餐厅用餐，除了可错开高峰用餐时间，更可享受宽敞的用餐空间，以及更随心所欲

的美食体验。

云顶邮轮集团从疫情初期，率先对船队既有的防控流程和紧急应变机制进行了全面提升和重新审核评估，制定了一套更为全面和完善的防控细则，涵盖健康筛查、消毒清洁、社交距离措施等八大范畴。

「探索梦号」抵达台湾前，已正式通过全球最大规模的船级社DNV GL的专业评估，成为在疫情后全球第一艘通过CIP-M海事业感染风险管理及防控认证的邮轮，她将持续以符合邮轮特点的防疫规范为旅客和船员的健康保驾护航。

本次以「安全安心」为最大考虑，于【邮轮跳岛游】开航前，「探索梦号」除了进行了符合欧盟标准的彻底清洁船舱及深层消毒，其全体船员也完成共计21天的严谨隔离防疫管控，并通过核酸检测。

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