



15 GUIDE TO

Convention centres beyond
the capital

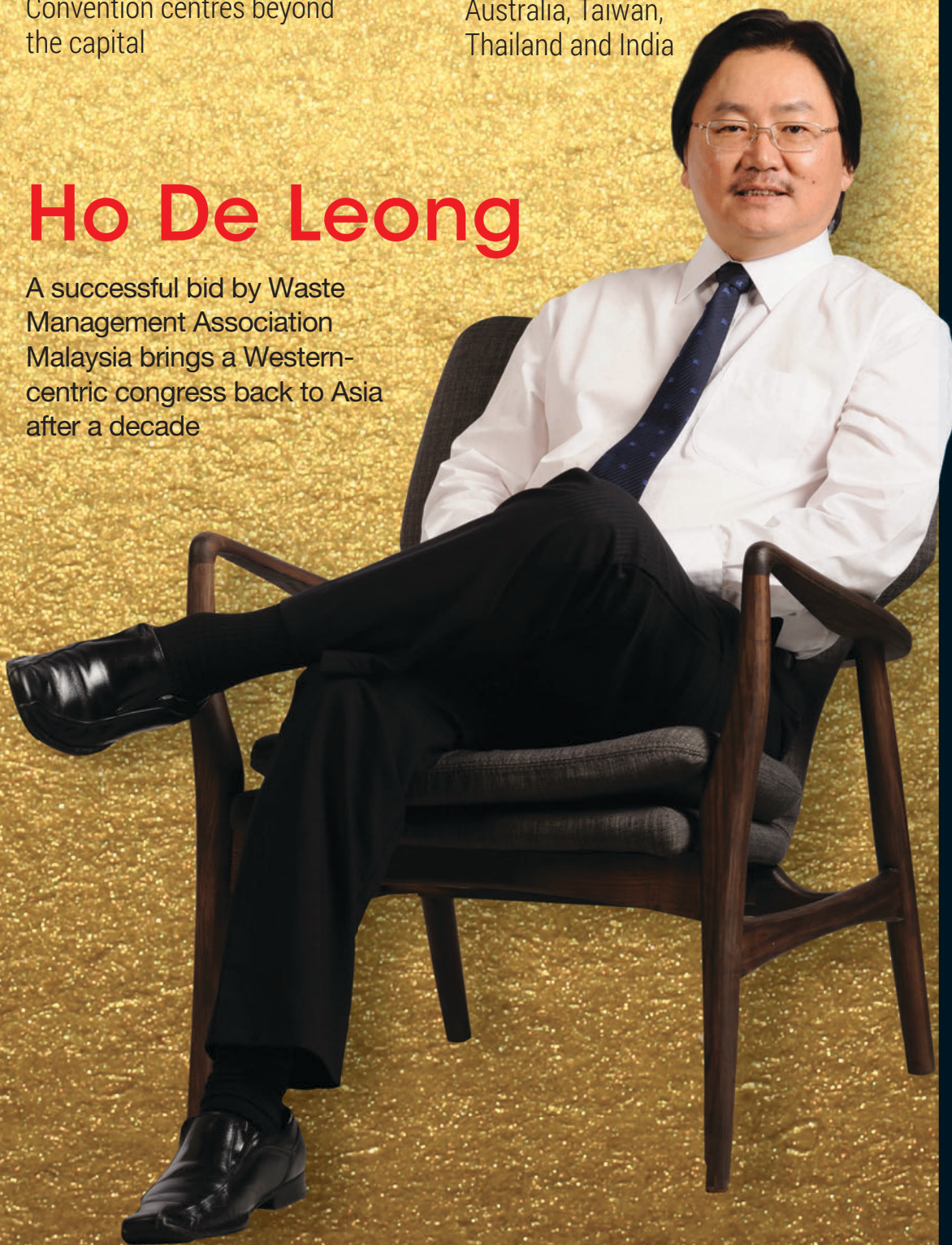


21 DESTINATIONS

Australia, Taiwan,
Thailand and India

Ho De Leong

A successful bid by Waste
Management Association
Malaysia brings a Western-
centric congress back to Asia
after a decade



ADELAIDE NURTURING INSPIRATION



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Biomedical Precinct – the largest in the Southern hemisphere, and within close proximity to three internationally recognised universities.

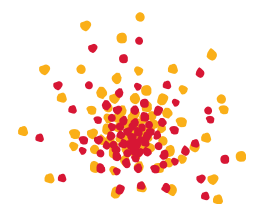
The Centre is able to connect you with these institutions, their researchers and academics, along with the organisations at the nearby Thebarton Technology Precinct and Tonsley – a new advanced manufacturing and education precinct.

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to conduct site tours, share ideas and gain access to key speakers."

"This approach is about enriching the conference experience for delegates both within the Centre and the city itself."

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Choices, oh, choices!

Capital cities, with their extensive international and regional air access and well developed business hub and infrastructure, are often the first destination being considered by organisers of trade events.

But national, state and city governments that have started to recognise the economic benefits of inbound business and association events, are now desiring for more of that traffic to be spread beyond the popular capital city.

The Indonesian government, for instance, has qualified 16 destinations across the country as being suitable for business events and is backing them with destination marketing support.

In another example, the Malaysian state of Penang, took it upon itself to court international business and association events. It established the Penang International Convention & Exhibition Bureau in 2013, following the construction of two major convention and exhibition centres in the city – the Subterranean Penang International Convention and Exhibition (opened in 2015) and Penang Waterfront Convention Centre (expected to complete in 2017).

Over in Australia, Adelaide is fast shaking off its sleepy town image

and making a sprint for business and association events, especially those in the health science sector (pages 21 to 24), with strong state government support and heavy investment on new health science, tourism and civil infrastructure.

I got to experience Adelaide for myself while on a research trip, and I was elated that it was hardly boring – as erroneously warned by someone who last visited a decade ago. The compact city centre placed everything – from the convention centre, hotels and offices to hip eateries, museums and parks – all within walking distance. This meant I was able to see the city, and buy a bag of chocolates from local brand Haigh's, while moving from one interview to the next site inspection.

What these all mean is that your association now has many more destinations to choose from. These emerging cities are hungry for your business and will be willing to pull support from local stakeholders to help you deliver your event. Plus, they come with convention centres that can support international gatherings (pages 15 to 20).

Furthermore, their relative novelty compared to familiar capital cities will give your delegates something fun and fresh to look forward to.



Karen Yue
Group Editor

PROFILE

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Ho De Leong

A successful bid by Waste Management Association Malaysia brings a Western-centric congress back to Asia after a decade. Chairman Ho De Leong tells **S Puvaneswary** the win bodes well for his Asian peers



GUIDE TO

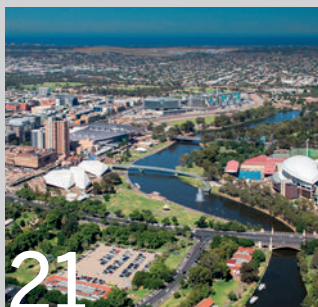
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Convention centres beyond the capital

More cities in Asia-Pacific are showing brighter economic promise and greater infrastructure investments, and they are winning over association events. **TTGassociations** identifies available convention centres in these destinations



DESTINATIONS



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Small city packs a punch

A massive city transformation along with a prodigious biomedical ambition is making associations and event organisers take Adelaide seriously. By **Karen Yue**



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A force to be reckoned with

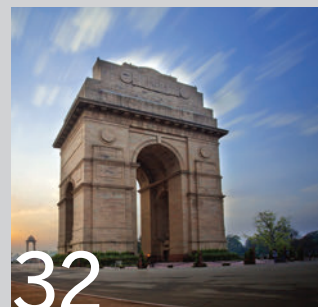
Kaohsiung's city government has been hard at work building brand-new infrastructure and setting up MICE alliances. **Prudence Lui** reports



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In for the long haul

Efforts to host and campaign for quality conferences may not bear immediate fruits, but Thailand has its eyes firmly on the prize. By **Michael Sanderson**



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In search of a targeted approach

Local PCOs say precise outreach efforts and financial support are needed to further motivate associations to choose India for their events, by **Rohit Kaul**

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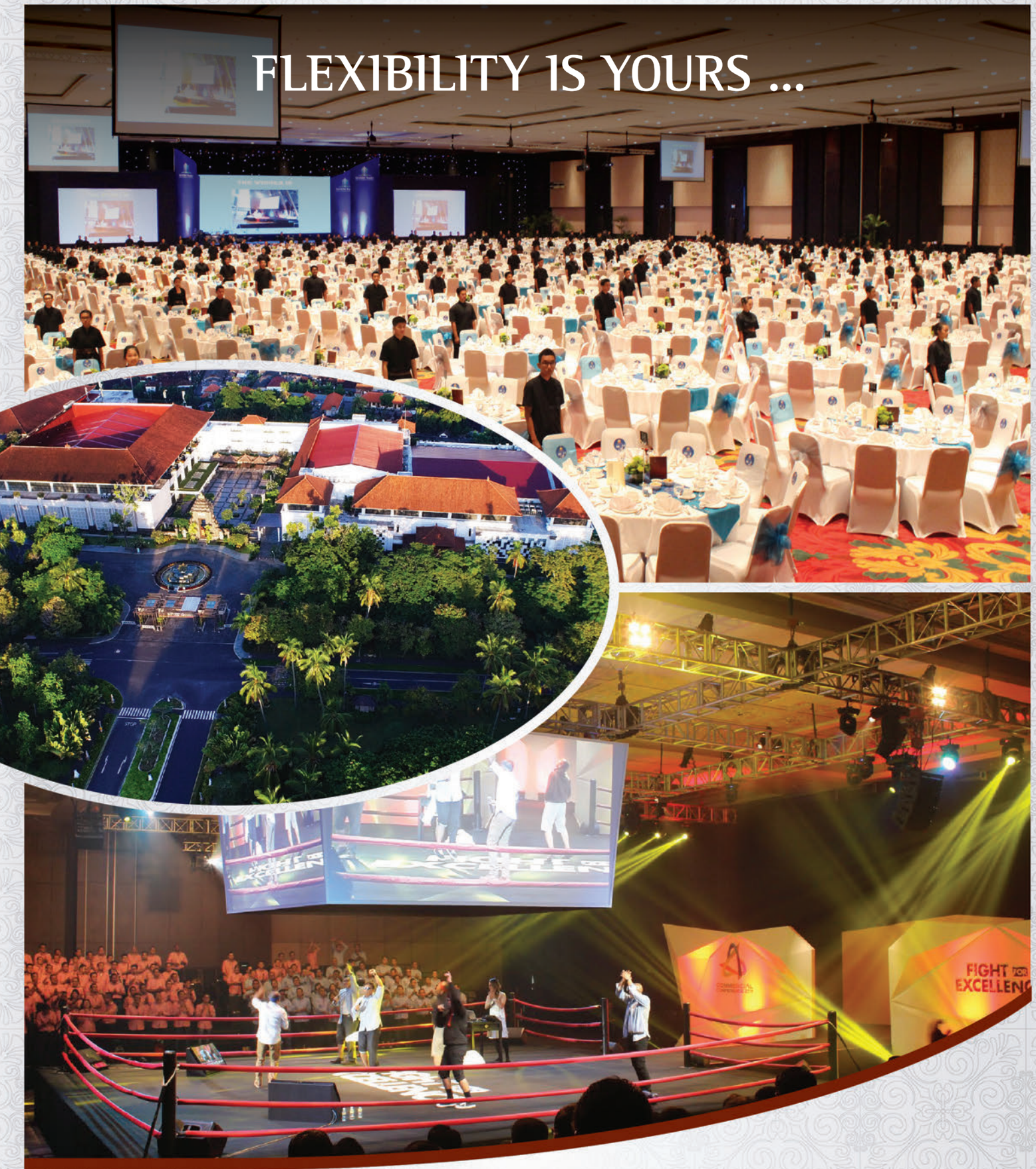
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FLEXIBILITY IS YOURS ...



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Lure new gen with recognition, involvement: association officers

By Karen Yue

Senior association officers have jumped to the defence of millennials – a generation of individuals said to be disinterested in joining associations and are a tough catch – by saying that these youngsters are not against associations.

Rather, they seek a form of satisfaction that is different from baby boomers who make up the bulk of association membership today.

Jennifer Ragan-Fore, chief event officer with the US-based International Society for Technology in Education (ISTE), told *TTGassociations* on the sidelines of the two-day PCMA Meetings Forum Singapore in July: “The younger generation does not care much for volunteer leadership, unlike the older generation, therefore joining an association is not natural for them.”

“However, nobody rejects recognition. We have found success in engaging young educators and have grown our community of younger members by 40 per cent through an awards programme,” added Ragan-Fore.

ISTE gives out one Outstanding Young Educator award and six to seven Emerg-

ing Leaders awards every year. She shared that the awards have helped ISTE to identify top performing young educators with leadership potential and create interesting event content by tapping on the award winners’ knowledge and ideas.

Octavio Peralta, secretary general of the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) and president/CEO of the Philippine Council of Associations and Association Executives (PCAEE), agrees that recognition is a big draw for the young.

Peralta said: “They do want to be part of associations, but for reasons different from our generation. They seek recognition and support to get started in their career.”

And with millennials making up 35 per cent of the Philippine population, Peralta said associations in the country must devise proper plans to attract the young in order to grow, or at least sustain, membership.

To this end, PCAEE is working closely with local universities and their

student councils to “engage this audience early”.

“And we don’t go in with the message, ‘come join our association’. Instead, we invite them to join PCAEE to learn how to manage their student council, attract participation at student events, etc – same skills that are required by an association executive,” he explained.

PCAEE also partners Junior Achievement Philippines, an NGO that funds and educates the youth in financial literacy, work readiness and entrepreneurship, by running sessions on association governance.

At ADFIAP, investments are made to engage younger mid-level managers and management trainees in banks and include them in events that grant them networking access to C-level personalities belonging to member banks.

“We do this with the hopes that these young ones will eventually be CEOs themselves and will remember the benefits of being ADFIAP members,” said Peralta.



Ragan-Fore: recognise the young

IES to conduct three major events in 2017

The Institution of Engineers, Singapore (IES) will have a “busy year” ahead in 2017, with three key industry events on its calendar.

Veron Poh, IES project manager who is responsible for the association’s meetings and events, said the line-up included the International Applied

Engineering Economics Conference in June at Marina Bay Sands, the 3rd World Engineers Summit in July at Suntec Singapore, and ASPECT, a railway engineering related conference done with the Institution of Railway Signal Engineers (UK) in November.

The World Engineers Summit is IES’

flagship event, and the 2017 edition will take on a stronger academic slant, with a focus on low carbon future and sustainable development, to attract a larger foreign audience.

Poh said the Summit aims to attract more than 1,000 attendees – similar to its first two editions in 2013 and 2015 – but with 60 per cent of delegates hailing from overseas.

In 2015, the Summit drew 80 per cent locals and only 20 per cent foreign delegates.

In addition to these three major events, IES also works with similar associations overseas, such as the Institution of Chemical Engineers in the UK, for joint events in Singapore, and organises smaller member gatherings and training programmes.

“With the number of events we do growing this quickly, I will need more hands on deck and hope to grow my team to cope with all the activities next year,” Poh said, adding that she is currently supported by two other staff.

World Engineers Summit 2015 attracted high-profile attendees



Study finds sponsorship matters worry associations

By Karen Yue

Sharing preliminary results from an ongoing study by MCI Group on how associations in Europe, Latin America and Asia are performing, Oscar Cerezales, COO-Asia Pacific noted that sponsorship matters are among the top concerns.

Some 80 per cent of respondents say sponsorship is one of the top three challenges faced by their associations, and of these, 69 per cent has named this issue as the top concern.

Breaking down the numbers further, Cerezales revealed that 70 per cent of Asian associations regard sponsorship as the top concern, while 83 per cent and 56 per cent of those in Latin America and Europe,



Cerezales: greater competition for sponsor dollars

respectively, felt the same way.

"The good news is, sponsorship is here to stay and growth is amazing for all media except the Internet and mobile," Cerezales told the audience at the PCMA Meetings Forum Singapore in July.

"What is changing is the way sponsor prospects regard sponsorship activities. They have a lot of options and are choosing wisely. Remember, you are not the only association around, and your conference is not the only one they can support," he added.

Cerezales offered several tips on what associations can do to get more sponsorship. They include approaching sponsor prospects a year ahead of the event, offering a customised sponsorship package that appeals to the prospect's business interest, using data as a key in sales pitches, providing a year-round sponsorship opportunity, and leveraging multiple channels or platforms, among other things.

The study is expected to be completed by the end of this year, and results will help the MCI Group to more accurately assess the health of its client associations as well as the identification and resolution of areas of weaknesses.

PCMA Asia-Pacific Scholarship benefits 20 Asia-Pacific association executives

Twenty association executives from around Asia-Pacific have benefitted from the inaugural PCMA Asia-Pacific Scholarship which funded their trip to Singapore in July for the PCMA Meetings Forum.

Created by the Professional Convention Management Association (PCMA) and the Singapore Exhibition and Convention Bureau, the scholarship also drew interest and funding support from Tourism New Zealand, Thailand Convention and Exhibition Bureau, and Korea Tourism Organization.

Usa Thisyakorn, president of the Pediatric Infectious Diseases Society of Thailand and congress chair of the 8th Asian Congress of Pediatric Infectious Disease 2016, was one of the scholarship recipients. She told *TTGassociations* that the scholarship provided her with a "valuable learning experience" at the Forum.

"The discussions here are in-depth and the perspectives are global – not something association executives can easily access in Thailand," Usa remarked.

Haesook Ma, assistant manager,

convention team with the Korea MICE Bureau, said her organisation was motivated to field three local association executives for the scholarship as it recognised the educational value of the Forum.

Ma said: "The international speakers at the Forum provided our scholars with a precious opportunity to learn from the more experienced Western associations. While we have the annual Korea MICE Expo, we do not have anything that focuses heavily on association education."



Ma: global learning opportunities

Commenting on the outcome of the scholarship, Jeannie Lim, executive director, conventions, meetings & incentive travel with the Singapore Tourism Board, said: "The positive feedback received from the scholarship recipients underscores the need to champion and cultivate association executives and meeting planners. With our partners, we hope to grow the scholarship and further support association executives in the region next year."

– Karen Yue

{ Bureau brief }

New body to coordinate KL's MICE sector

The board members of Kuala Lumpur Tourism Bureau have agreed to form a dedicated body to coordinate the promotion, branding and facilitation of events in the Malaysian capital as well as provide event support and facilitation for organisers.

The unit will come under the Kuala Lumpur Tourism Bureau and be made up of a small team that will work with Malaysia Conventions and Exhibitions Bureau. Funding will come from charges that Kuala Lumpur City Hall plans to implement in the near future.

Gold Coast expands conference bid grants

Gold Coast Business Events has expanded its Future Bid Leaders Grant to attract sports-related conferences.

Successful applicants of the grant, originally launched to attract business ahead of the 2018 Commonwealth Games, will receive AU\$2,500 (US\$1,778) to attend a national conference or AU\$5,000 to attend an international conference with the goal of bringing that event to the Gold Coast.

According to Anna Case, director of Gold Coast Business Events, the grant has attracted interest from a wide range of organisations affiliated with sport. It has already resulted in a conference win for the city, with the Gold Coast set to host the Sport Management Association of Australia and New Zealand (SMAANZ) in November 2017.

JNTO Singapore given MICE responsibilities

The Japan Convention Bureau and Japan National Tourism Organization (JNTO) have established their fourth international MICE office, under the care of JNTO Singapore Office, which now joins existing specialised MICE operations in New York, London and Seoul.

The new MICE bureau in Singapore, helmed by JNTO Singapore's deputy director, Susan Maria Ong, focuses on bringing business events from South-east Asia and the Pacific to Japan. It provides planners in these regions with a host of services such as bid facilitation, liaison with government ministries to lobby for funding towards major congresses as well as local convention bureaus for onsite event support, assistance on site inspections, and recommendations for DMCs, venues and other event suppliers, among others.

Qatar's new tourism brand, website go live

The Qatar Tourism Authority (QTA) has launched a new corporate brand and web portal, unifying its leisure and business branding efforts, initiated in November 2015, under a single online domain, VisitQatar.qa.

QTA hopes to bolster the consistency of image and voice across all platforms with this digital integration, which extends to a similar domain change of all QTA email addresses and websites.

Meanwhile, the first phase of a new corporate website has been unveiled to better grant access to the public and media up-to-date information about QTA's efforts to plan, regulate, promote and develop a sustainable tourism sector.

Work is also underway to make VisitQatar.qa pages available in multiple languages including French, Italian and German.

Brisbane bags 2018 IPSA congress

Come July 2018, the Brisbane Convention & Exhibition Centre (BCEC) will host the International Political Science Association (IPSA) World Congress, an international gathering of political science scholars.

The six-day congress is expected to attract 3,000 delegates to Brisbane and bring about an economic value of more than A\$10 million (US\$7.6 million).

A strong and collaborative Team Brisbane approach by Tourism and Events Queensland, BCEC and Brisbane Marketing in partnership with local and national

universities and professional conference organiser ICMS Australasia, secured the event for Brisbane.



Gelber: spotlight on Australia's political science research

Lord mayor Graham Quirk said: "Luring this World Congress to our city will... boost the local economy and demonstrate the success of our collaborative Team Brisbane approach to securing major business events and jobs for our hotels, venues and services."

"Major conferences of this nature also showcase our New World City as an important knowledge, inno-

vation and research hub with world-class institutions."

Kath Gelber, deputy head, School of International Studies at the University of Queensland, said the Brisbane congress, which will be the 25th congress and a milestone for the international association, will provide a global platform to showcase the world leading research currently being conducted by political science, governance, public policy and international relations scholars in Australia.

It is the first time the IPSA World Congress will be in Australia since the congress' inception in 1950 in Zurich.

Venues need to keep up with the times: meetings veterans

Conference venues are urged to be flexible and adapt to the evolving needs of today's clients in the meetings and events industry.

According to PCMA's president and CEO Deborah Sexton, clients are moving away from individualism and towards "tribal communities of like-minded, passionate individuals".

Sexton said: "As tribes grow in popularity, the planning, execution and evaluation of meetings will have to adapt in a way that fosters and leverages communities to heighten the experience."

"Venues are impacted in a big way, and they have to support these pop-up communities by creating places within their venues that can change and create community environments quickly and efficiently, which is different from the past."

Geoff Donaghy who is both chief executive of the International Convention Centre Sydney (ICC Sydney) and president of the International Association of Convention Centres, acknowledged the need for such "adaptive environments".

Donaghy told *TTGassociations*: "Some venues may be ready for such changes while for some that will take more time because generally venues will have hardware limitations like the ceilings and walls."

"However, we know that to keep up with the competition, venues need to be flexible and ready for changes, so we have been innovative with our new design at the ICC Sydney."

Donaghy explained that conferences of today are no longer contained in the main convention hall but in many smaller breakout rooms.



He explained: "In the old model, we may have to provide five (break-out) rooms for 200 delegates, but now it is about providing 200 spaces with furniture and coffee for five delegates in each area."

However, Michelle W Jones, director for convention and meeting services with the International Parking Institute, based in the US, pointed out that the need to provide a unique environment that is conducive for meeting needs today must be balanced with the cost of doing so.

"There had been times when we wanted to have a creative space with certain types of furniture to encourage better interaction among our delegates, but realised that most venues do not have anything more than the standard tables, chairs and white table cloths. To be creative meant we would have to spend a lot more money to engage an independent furniture provider, and we were not ready for that," Jones explained. – **Paige Lee Pei Qi and Karen Yue**

MCI envisions association events to downsize, go niche

While the number of association gatherings globally will continue to grow dramatically by 75 per cent year-on-year, the average size of these events will be halved, predicted MCI Group COO for Asia-Pacific, Oscar Cerezales.

"There is nothing wrong with that because events are becoming more market- and niche-driven, (which has implications on) the traditional business model," he added.

Speaking to *TTGassociations* in an interview, Cerezales explained: "One of the reasons for the growth in smaller events is the diversity of people present in an event, (which makes it) hard to meet their exact needs."

Attendance for each event has to be controlled in order for content to be "compelling" and "cohesive", he continued.

Cerezales forecasted that associations, which traditionally hold events for up to thousands of people, will go on to do smaller events.

He explained: "Associations need new revenue channels and they need to test new events. When you test, you will start small."

In light of this trend which he said is "already happening", he cautioned the industry to "be prepared with the right business model".

Anticipating the rise of small events, Cerezales said: "There would perhaps be (the need) for more technology and more outsourcing, and for (event organisers) to relook at services we are doing today that are not adding value."

– **Paige Lee Pei Qi**

Skal seeks younger members, more Asian representation

By Karen Yue

Nigel Pilkington, president of Skal International, a professional association of tourism leaders worldwide, has urged his club leaders in Asia-Pacific to not only grow their membership but also reduce the average age of members.

Today, there are 37 membership clubs in Asia-Pacific, with members totalling more than 2,300.

Speaking to *TTGassociations* on the sidelines of the 49th Skal Asia Congress in Singapore, Pilkington said: "Asia-Pacific membership is growing – we inaugurated the Krabi club recently (July 2015) – but not at its full potential, especially since the tourism business is booming in this region.

"Tourism growth in Asia-Pacific has surpassed that of other regions in the world, but Skal's membership here makes up only 15 per cent of the total. I would like Asia-Pacific membership to make up 20 per cent in the next five years."

He added: "Asia-Pacific's growing importance in the world tourism market also makes it imperative that Skal gets a stronger Asia-Pacific voice on the board. Now it is just me, from New Zealand, and Jason (Samuel, director) from India. I need more members from this region to

stand up for higher office."

Meanwhile, Skal's global membership numbers have been declining, as the speed of replacing retiring members with new blood has been slow.

A study on membership demographics is now underway, and Pilkington expects the largest population to fall within the 55- to 65-year-old age bracket.

Pilkington said the ageing membership problem is "common across associations of all industries".

He explained: "Young people are time-poor and believe that they have many other more important things to do than to sit in an association. That's very different from us (from the older generation) who see participation in our industry association as a way of giving

back to a community that had supported our career."

"Skal needs to demonstrate value to new tourism professionals, and some ways we could do that is to emphasise the powerful global business network we have and involve them in sustainability or social media projects which they have knowledge and interest in," he said, adding that it is up to club members to "identify young professionals in their market who have leadership potential and engage them in Skal activities".



Pilkington: ageing membership worries

55th ICCA Congress to host first batch of association execs

This year's ICCA Congress, which takes place in Kuching, Sarawak from November 13 to 16, marks the first time international association executives will be invited as hosted delegates, as opposed to as occasional speakers.

Martin Sirk, ICCA CEO, explained: "Our new strategic plan includes the aim of bringing international associations more intimately into our business community, rather than treating them purely as clients for supplier members.

Our focus is on building partnerships to advance and improve their meetings rather than only thinking about the perspective of destinations and venues.

"This concept was already successfully trialled at our smaller Association Meetings Programme in Norway this July, and we're expecting about two dozen top associations to be represented in Kuching this November."

This year's programme will feature more half-day "mini-conferences" than before to enable delegates to explore topics in greater depth.

Sirk said: "Many conferences seem to be moving exclusively towards short, sharp presentations that are primarily designed to entertain an audience, but we felt that the importance of many of our topics deserves to be treated with seriousness. Thus we created space for real exploration of issues. We've included in-depth sessions on crisis communication, on the latest healthcare meeting regulatory and funding issues, and the theory and good practice of pricing and sales techniques."

Local hosts, which includes Borneo Convention Centre Kuching and Sarawak Convention Bureau, have incorporated corporate social responsibility into the programme through a baby orang utan adoption project.

IELA unveils new leadership



Ewbank: IELA's first female chief

The International Exhibition Logistics Association, the only global trade association for the transportation logistics and freight handling segments of the exhibition and event logistics industry, has announced a new chairperson and board of management.

Mariane Ewbank, director of exhibitions and events organisation with Fulstandig Shows E Eventos, Brazil, has been elected as IELA's first chairwoman with 88 per cent of votes.

She is joined by a board comprising PS Bedi Group, India's Vicki Bedi, Gruptrans Co Inc., Turkey's Feyzan Erel, Cretschmar MesseCargo, Germany's Achim Lotzwick, BTG Messe-Spedition, Germany's Christoph Rauch, Transit Air Cargo Singapore's James Ng, and Expotrans, Italy's Guido Fornelli.

PCAAE births own member magazine

THE Philippine Council of Associations and Association Executives (PCA AE) will debut its first member magazine this November along with the fourth edition of its two-day Associations Summit.

Association World Magazine will be distributed to PCA AE's members, which number more than 200 individuals from 86 professional associations across the Philippines. Its content will address "key issues affecting the development of associations" and seek to "raise public awareness on the role associations play in the larger scheme of things".

The first issue will focus on topics such as digital disruption to association operations and fund-raising ventures.

Meanwhile, preparations for the Associations Summit 4 is underway. PCA AE's president and CEO, Octavio B Peralta shared with *TTGassociations* that his association is partnering the Philippine Association of Conference and Event Organizers and Suppliers to build a much stronger exhibition of association service providers at the Summit this year.

Taking on the theme, *Race to Innovation: Winning in the age of disruption*, the summit will be held on November 23 and 24 at the Philippine International Convention Center.



MACAO MADE FOR ASSOCIATION MEETINGS

Macao's unprecedented growth in infrastructure developments is proving to be a magnet for meetings, association conventions and exhibitions. We present two ICCA-recognised association meetings successfully held here to demonstrate why.

CAPACITY AND ACCESSIBILITY

Macao's diversification efforts into non-gaming industries have allowed for a fast expanding range of product offerings and capacity for hosting large-scale events in recent years. Accommodation capacity is also getting a boost – As at March 2016 Macao saw 18 hotel projects under construction and 25 hotel projects pending government approval, which could add about 25,600 new hotel rooms in the near future. Additionally, the construction of the Hong Kong-Zhuhai-Macao

Bridge, is expected to enhance accessibility and create new business opportunities for the MICE industry.

IPIM'S LEADERSHIP AND ONE-STOP SERVICE

Macao Trade and Investment Promotion Institute (IPIM) is devoted to enhancing the meetings, conventions and exhibitions sector's professionalism and expertise, develop Macao's MICE brand, and carry out a strong worldwide promotional plan for pushing Macao as the ideal destination. Apart from organising Macao's presence at international MICE tradeshows, its One-

Stop Service for MICE Bidding and Support in Macao assists local entities bidding for international events to Macao, providing them membership fee support for joining their affiliated regional or international association. It also offers a series of subvention programmes for event organisers and planners.

MACAO HELPS IEEE 802 CHART PHENOMENAL ATTENDANCE

IPIM's One-Stop Service for MICE Bidding and Support in Macao effectively helped the IEEE 802 Plenary Session, held in Macao in March 2016, register record-breaking participation. This high



technology conference of the Institute of Electrical and Electronics Engineers gathered a phenomenal 700 industry professionals from around the world to share insights on wireless network technology and other technological innovations.

Mr Jon Rosdahl, Executive Secretary of the Organising Committee of IEEE 802 Plenary Session, said that the committee decided to bring the event back to Asia – Singapore was the only Asian country the event was held in before Macao – because of the rapid development of the wireless network technology as well as the increasing number of members in Asia. The committee decided Macao was the obvious choice given the city's world-class MICE facilities, with meetings, dining and shopping all under one roof and convenient transportation keeping costs at a reasonable level. He added that Macao also enticed as a leisure and tourism centre, with its rich east-meets-west cultural background.

Ms Dawn Slykhouse, President of the meeting planner Face to Face Events Inc, agreed as well that the city's convention and exhibition facilities concentrated in one area had helped the event save a considerable amount of travelling time and costs, thereby giving Macao an advantage over neighbouring cities. She added that the local residents' warm and generous hospitality created a memorable experience for all the attendees.

Furthermore, Mr Bruno Simões, Managing Director of local company DOC DMC Macau that assisted in the organisation of the IEEE 802 Plenary Session, said that he believes the city is well equipped with modern facilities to hold conventions



and exhibitions. He suggested the SAR Government to open some of the city's World Heritage sites as venues to accommodate different events so as to incorporate Macao's historical characteristics into the events.

Both Mr Rosdahl and Ms Slykhouse agreed that IPIM's One-Stop Service effectively helped them better prepare for their event, provided useful MICE information, and allowed their event to be run seamlessly. They anticipate the completion of the Hong Kong-Zhuhai-Macao Bridge construction will cut travel time and greatly enhance accessibility for delegates.

MACAO HELPS 14TH ASIA-PACIFIC CONFERENCE ON GIFTEDNESS PROMOTE ACADEMIC EXCHANGES AND COMMUNICATION

IPIM's One-Stop Service also provided support towards the 14th Asia-Pacific Conference on Giftedness held in Macao in July 2016. The event's success clearly demonstrated that MICE events do play an important role in promoting academic exchanges and communication, including in the field of humanities and social sciences.

The four-day conference attracted approximately 350 experts and scholars from 20 countries and regions over the world to share insights on the development within the Asia Pacific education for gifted and talented people, and to raise awareness regarding the development of the potential of gifted children. Participants shared their latest research findings in the field of personal development via a series of activities including keynote speeches, workshops and presentations of academic papers.

Mr Andrew Jiang of the Macao Convention

and Exhibition Association was the Conference Manager for the 14th APCG. He said the competition to bid for the conference was particularly fierce, involving several strong candidates such as the City University of Hong Kong and The Chinese University of Hong Kong. Although Macao's relatively late entry to bid for this event provided some challenges, the support provided by the Macao SAR Government and the University of Macao helped the city prepare a strong bid for the 14th APCG, turning weakness into strength, he explained.

Professor Fan Xitao, Dean of the Faculty of Education at the University of Macau and the Conference General Chair of the 14th APCG, said he is confident about the future of the MICE industry in Macao, as the city offers a comprehensive set of MICE facilities from accommodation and event venues to catering options and entertainment. He also highlighted the strong support of the Macao SAR Government for the sector as well as the Government's aim of promoting the city worldwide and of bringing a greater number of international events to Macao. He believes that the combined support of the MICE industry, academia and the Government has contributed to the bright prospects of Macao's MICE sector.



Professor Fan Xitao, Dean of the Faculty of Education of the University of Macau

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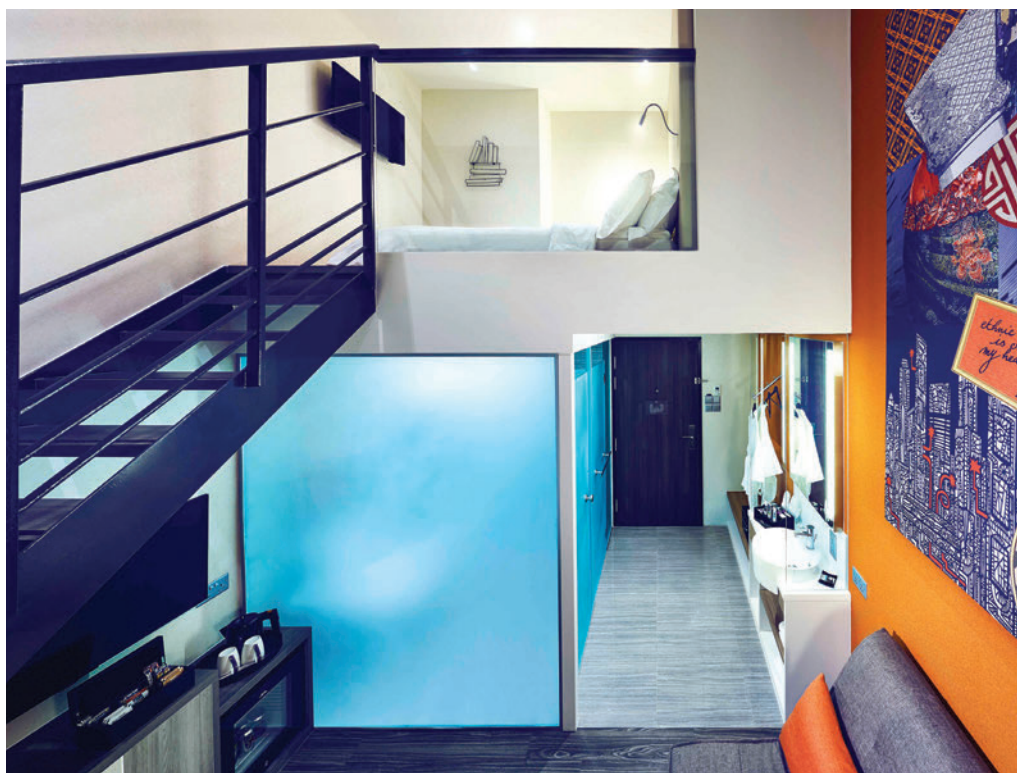
Mercure opens in Singapore's cultural enclave

AccorHotels has opened the new-build Mercure Singapore Bugis in the citystate's cultural district, offering 395 heritage inspired rooms, lofts and suites.

Built for both leisure and business travellers, the hotel has the rooftop bar Sky Deck, western-local fusion restaurant Sauces, a lobby lounge and an infinity lap pool as well as three function rooms and an outdoor terrace for events.

The largest venue is the Marshall Junction, which can accommodate a 50-pax banquet or 40 delegates in theatre setting.

Guests will appreciate the hotel's close proximity to Bugis MRT station, which allows them to get around Singapore easily.



Crimson Cebu receives halal certification

The Crimson Resort & Spa Mactan in Cebu has achieved Muslim-friendly status, the second hotel in the Philippines after Manila Marriott Hotel to attain the accolade.

Leading halal travel authority CrescentRating gave the resort a commendable rating of five – the highest score being seven – for catering to the needs of Muslim travellers property-wide.

"(The high score) means we are able to provide more than the basic services and facilities, including halal food, Qurans, Qiblas, prayer mats, a prayer time guide and facilities like a bidet and female attendants, among others," explained the resort's general manager Kristofer Quadros.

Crimson Resort & Spa Mactan already received halal certification for its kitchen last April. CrescentRating then assessed facilities in the entire property for compliance to the specific needs of Muslim travellers. The resort's staff are also trained to cater to the needs of Muslim travellers.

"We now see a number of Muslim-friendly setup requested by guests through our website. This is free-of-charge and can be requested in advance upon booking or can also be done upon check-in," added Quadros.

"With this service, we are able to better prepare the rooms for our Muslim guests. And we are optimistic to see more of these as promotion efforts kick in."

Sweet suite ideas at Grand Hyatt Hong Kong

Refurbishment of the Grand Hyatt Hong Kong's largest suites is now complete, marking the culmination of a four-year renovation project at the hotel.

Designed to encourage entertaining, each Presidential Suite houses a grand piano, a bartender's corner and two living areas – a principal area for chairman's meetings and larger, more formal gatherings, and a junior space for casual, intimate soirées. In addition, each suite features a study, a 12-seat dining room and a fully-equipped kitchen.

The two 400m² Presidential Suites follow separate aesthetics, namely Classic Traditional and Contemporary Eclectic. The 110m² Ambassador Suites are evocative of the Bohemian Chic and Aristocratic Adventurer, while the 80m² Diplomat Suites were inspired by Oriental Chic and Feminine Aristocrat themes.

Stays at the suites come with round-trip limousine airport transfers, a one-hour in-room massage, dedicated Suite Butler service, and access to the newly renovated Grand Club Lounge.



Ascott takes Citadines residences to Seoul

The South Korean capital has welcomed Ascott's Citadines Han River Seoul, a 149-unit serviced residence that offers accommodation across three categories – Studio, Studio Deluxe and Studio Executive.

All units come with fully-equipped kitchens and guests can choose from a menu of services such as laundry and dry-cleaning. A fitness corner, meeting room and rooftop garden are available at the property.

Citadines Han River Seoul is located near Seonyudo metro station, granting guests ease of access to other parts of the city.



New Jewel unearthed at Crowne Plaza Changi Airport

Crowne Plaza Changi Airport, part of InterContinental Hotels Group, has added a new 10-storey extension to the property.

The hotel, the only one located outside the transit area of Changi Airport, now has a 563-key inventory, an increase of over 75 per cent from its original 320 rooms. All 243 rooms at the new Jewel Wing are Business Rooms in King (28m²) or Twin (38m²) configuration.

Rooms cater well for business travellers, with amenities such as an ergonomic work station, complimentary Wi-Fi, wireless printing of documents, and a Handy smartphone for free unlimited local and international calls to 11 countries.

The Jewel Wing welcomed its first guests on August 1. The new wing is named as such as it will overlook the Jewel Changi Airport retail complex once the building is completed in 2019.

The property expansion is also coming ahead of the airport's Terminal 4 opening slated for 2017. Crowne Plaza Changi Airport first opened in 2008.



{ What's on offer }



Majestic Hotel Kuala Lumpur's ballroom

Majestic Hotel Kuala Lumpur

The Majestic Hotel Kuala Lumpur – located along the capital city's famous historical mile – has unveiled its latest Residential Meeting Package.

The package includes a one-night stay in an elegant Deluxe Room with breakfast; complimentary all-day use of the main meeting room; morning and afternoon coffee breaks; lunch at Contango; all meeting

amenities and complimentary Wi-Fi.

Prices start from RM480 (US\$120) per person and is valid until December 31, 2016.

Email tmkresv@ytlhotels.com.my.

Grand Hyatt Erawan Bangkok

Grand Hyatt Erawan Bangkok in the city centre is offering a new meeting deal that throws in two benefits for groups that book full-day meeting packages.



Grand Hyatt Erawan Bangkok's meeting room

Called Grand Goes Beyond, the deal rewards groups with tailor-made morning and afternoon breaks with arrival refreshments, and the choice of a Thai set lunch at Erawan Tea Room or Italian set lunch with appetizer buffet at Spasso.

It is valid from now until December 31, 2016. Prices start from 1,500 baht (US\$43) per person.

Email events.bangh@hyatt.com.



Mövenpick Pattaya debuts event spaces

The Mövenpick Siam Hotel Pattaya hotel, which opened in December last year, is now ready to welcome bookings for its new event spaces.

The five-star beachfront hotel unveiled facilities such as the 392m² Siam Grand Ballroom, which can be divided into two Siam Rooms; three Marina Conference Rooms; and a pre-function foyer. Besides working with clients to arrange half- and full-day meeting packages, themed parties and gala dinners, the hotel's events team can also organise yacht parties for groups at the nearby marina.

Other facilities at Mövenpick Siam Hotel Pattaya include four F&B outlets, a spa and a fitness centre. It sits 20 minutes from U-Tapao International Airport.

Swiss boosts seat capacity on Singapore-Zurich route

Swiss International Air Lines will be deploying the 340-seater Boeing 777-300ER – the company's flagship aircraft – on the Singapore-Zurich route by March 2017.

This is an increase of 121 seats, or approximately 55 per cent, when compared to the A340-300 currently used. The carrier, while maintaining daily flights from Singapore to Zurich, will utilise the Boeing 777-300ER only thrice-weekly, while the rest of the services will be operated using an Airbus A340-300.

In addition, Swiss and the Lufthansa Group have also signed a codeshare agreement with Singapore Airlines earlier this year.

Siem Reap gets a convention centre



Sokha Hotels and Resorts in September launched the first dedicated convention centre in Siem Reap. The facility sits adjacent to a 776-room resort within the the Siem Reap Resort & Convention Center complex.

Spanning 9,000m², the convention centre features a halal-certified kitchen that can cater for large events and help attract groups from neighbouring Malaysia and Indonesia.

The new development is located about 15 minutes from the Siem Reap International Airport and its entrance is just minutes from the famed Angkor Wat.

First Novotel in Xi'an goes for small meetings

AccorHotels has debuted its Novotel brand in Xi'an's CBD with an aim to lure small corporate meetings and incentive groups.

The 275-room Novotel Xian SCPG Hotel offers function rooms ranging from 60m² to 130m² in size and can fit between 50 and 110 pax in theatre-style seating. The rooms adopt a "crab" set-up, which is ideal for meetings with audiovisual presentations as it allows the speaker to move among the participants and make visual contact with them.

According to Accor spokesman Kelly Chen, the hotel has secured pharmaceutical, automobile and cosmetics industry meetings for between 20 to 80 participants since its opening on July 28.

Other facilities include three F&B outlets, a fitness centre and computers with Internet connection. The hotel is a 15-minute drive to the China Railway High-speed station and 30 minutes to Xi'an Xianyang International Airport.

It's now possible to meet and stay at NECC

The InterContinental Shanghai NECC has opened within the National Exhibition and Convention Centre, Shanghai's latest MICE venue.

The 536-room property boasts its own event space totalling 2,200m², suitable for high-level meetings, banquets and galas. Other facilities include four F&B options.

The hotel sits five kilometres from Hongqiao International Airport and Hongqiao Railway Station, and is a three-minute walk to Metro Line 2 on the subway network.



Suntec Singapore enlivens events with new projection tech

New projection equipment and technology were unveiled at Suntec Singapore Convention and Exhibition Centre, the result of the centre's partnership with Active Visual and Digimagic Communications.

The Panorama105, one of the two products that form the new ImmersiveAV Suite, is a wide-format projection screen spanning up to 105m by 5m and powered by high-end 20,000 lumen projectors.

Completing the suite, The Float3D uses holographic projection technology to present still images with a depth of field. Suspended at 4.5m above ground, the display could be an event's illuminated centrepiece.

"Conferences and events have to be more like an experience than a lecture. It has to be immersive, emotional and informative. The new products have been designed to deliver the ultimate event experience at an affordable price," said Donald Lim, managing director of Digimagic Communications.

Arun Madhok, CEO of Suntec Singapore, added: "The ImmersiveAV Suite also helps organisers meet their sustainability requirements by providing an alternative to the use of physical backdrops and branding structures that are costly to build and often for one-time use."



Ho De Leong

For the good of the region

A successful bid by Waste Management Association Malaysia brings a Western-centric congress back to Asia after a decade. Chairman Ho De Leong tells **S Puvaneswary** the win bodes well for his Asian peers



Malaysia won the bid against Spain for the International Solid Waste Association (ISWA) World Congress 2018. How did this all start?

It was all thanks to Malaysia Convention & Exhibition Bureau (MyCEB) which had urged us (Waste Management Association Malaysia, WMAM) in 2013 to bid for the congress. That was, however, for the ISWA World Congress 2017 which incidentally was open for bidding.

When we agreed, MyCEB supported us through the process. At the ISWA board meeting in Singapore in 2014, we were up against the US national member, Solid Waste Association of North America. We lost the bid by just one vote. It was a very painful moment for us.

Nevertheless, we were encouraged by the board to bid again for the subsequent congress in 2018. We updated our presentations and bid documents, and I led the team in 2015 for the 2018 bid. This time, we were victorious and won against the Spanish national member.

It helped that I was a board member of ISWA and had some influence over other board members to encourage a vote in favour of Malaysia.

Will MyCEB continue to support the local host during ISWA World Congress 2018?

Definitely. MyCEB will provide us with subvention support towards overseas marketing and promotion of ISWA World Congress 2018 as well as on-site support such as liaison with government agencies and industry suppliers. It will also provide travel grants for young professional delegates from developing nations to attend the congress.

The congress also has support from the Ministry of Energy, Green Technology and Water, Malaysia, Ministry of Urban Wellbeing, Housing and Local Government, Ministry of International Trade and Industry, and Kuala Lumpur City Hall.

What does ISWA 2018 mean for Malaysia and the Asia region?

Where solid waste management is concerned, Malaysia is still in its infancy and has a lot to catch up on where best practices are concerned.

The congress is bound to raise Malaysia's solid waste management standards to a higher level. It will be a gathering of industry experts who will share their knowledge and expertise. Malaysian and South-east Asian participants can benefit from that.

Furthermore, having this congress in Malaysia will benefit delegates in this region who will now have easier access to experts from around the world without having to travel far. ISWA is generally Western-centric and most congresses in the past were held in the US or Europe. This year's congress will be in Serbia, next year in the US, and in 2019 it will head to Spain.

The last ISWA Congress in South-east

Asia was in Singapore, back in 2008. It took 10 years for the congress to return to this region, and we have no idea when it will come back here again. Hence this is a good opportunity for Asians to capitalise on the event.

Do you expect a record number of delegates from South-east Asia then?

We certainly expect a large turnout from this region due to the close proximity. We are targeting up to 1,500 delegates in total and if we achieve this, the 2018 congress will be the largest ever. About 60 to 70 per cent of attendees we think will be regional participants, who mainly comprise researchers, academicians, waste management practitioners, and university students studying environment related subjects.

How will you hit those numbers?

With the conference content which will be world class. It will be vetted by the scientific committee and supported by a pool of experts from within ISWA's membership.

The conference will be followed by technical tours to waste management facilities around Malaysia where we will show them how landfills are managed in a tropical climate, our resource recovery facilities and our waste-to-energy facilities. We have not finalised the technical tour programme though, and are still deciding if it would be a full-day or two-day arrangement.

It is still early days but there will be pleasant surprises in store for our delegates, as we wish to make this a very memorable congress.

Malaysia, itself, will be a major draw as it is a value for money destination. Here you can get a five-star hotel for US\$100 a night. In Europe or US, you will have to pay much more. The congress venue, Kuala Lumpur Convention Centre, is next to the iconic KL Twin Towers.

Will getting good speakers be an issue for you?

Not at all. Speakers will mostly be ISWA members from all over the world. There has always been an abundance of speakers, as experts want to use this platform to share their experience, expertise and technical papers and findings.

What aspect of the congress will be a challenge then?

Sponsorship. In today's uncertain economic climate, companies are cutting back on their budgets. We will appeal to strong supporters of ISWA Congresses, and seek out other institutions and corporate sponsors too.

We are focused on getting sponsors as early as possible. This is important for an organiser as you can plan a lot more if you have sufficient funding. Sponsorship



Man of many hats

- Ho De Leong heads the biggest waste management company in Malaysia, SWM Environment, which has a workforce of over 8,000 employees
- He has more than 35 years of varied corporate and management experience in various key industries. His expertise spans across areas of construction and consultancy, project management, and business development
- He is a board member of ISWA as its Regional Development Network Representative for Asia-Pacific since 2014

- In addition to his role as founding member and chairman of the Waste Management Association of Malaysia, Ho is also a founding member of the Asia Pacific Waste & Environment Alliance, which was established in 2015
- He is an associate member of the Chartered Institute of Waste Management
- He is an executive advisory board member for the Solid Waste Institute for Sustainability, University of Texas Arlington

is critical to defray the cost of running a conference, especially the major ones such as venue rental and the gala dinner.

If we are able to get sponsorship upfront, we can allocate concessionary seats for university students and professionals from less developed countries at a subsidised fee. This will be an opportunity for them to benefit from an international congress. The exposure they get from the scientific presentations and the technical tours, may help them make a difference in the way solid waste is treated back home.

We will also look for local government sponsors for in-kind assistance, such as in hosting the gala dinner venue.

Besides the ISWA Congress, how else does WMAM engage its members?

We invite local and international industry experts to share their knowledge and experience to keep our members abreast of the latest know-how and waste management technologies. We also invite our members to participate in other international conferences and exhibitions. WMAM has organised international beacon conferences which focus on specific topics under our affiliate Association ISWA since 2014 and these events attract much interest from participants from all over the world.

Does WMAM conduct community projects too?

We organise regular seminars and conferences for the public and students to raise awareness of recycling and what can be done to preserve the environment and reduce our carbon footprint. We also organise visits to landfills and other waste management facilities to see how waste can be converted to clean energy.

Do you enjoy this aspect of the job?

Yes. (Events) bring people of common interests together, to share knowledge and network. When you are at work, your creativity is limited to the scope of your work and (you are occupied with) meeting bottom lines. But when you are organising a conference for the association, you can be a creative designer. There is also the opportunity to travel and see how international conferences are handled, network with international (peers) and then try and apply the best practices back home.

What is your biggest responsibility when organising an event?

It is ensuring you meet the targeted number of participants because you have to commit to all the major costs. It is also important to ensure that the participants enjoy the event throughout their stay and leave feeling satisfied and happy.

The other challenge is getting delegates to register early. Most of them tend to register at the last minute, which can be a nightmare for organisers.

As WMAM chairman, what more do you wish for your association?

I would like to see the association expand to include conducting trainings and courses to qualify waste managers. While waste management is a growing industry, there are not many qualified waste managers in Malaysia. To conduct trainings and courses, the association will have to set up a centre of excellence which also provides accreditation in waste management courses. Currently we are in talks with waste management institutions overseas to tailor some courses for certificate and foundation level as a start.



Adelaide Convention Centre

Convention centres beyond the capital

More cities in Asia-Pacific are showing brighter economic promise and greater infrastructure investments, and they are winning over association events. **TTGassociations** identifies available convention centres in these destinations



AUSTRALIA

ADELAIDE CONVENTION CENTRE, SOUTH AUSTRALIA

Sitting on the banks of River Torrens and surrounded by lush greenery, the Adelaide Convention Centre is a refreshing venue for business events in the heart of Adelaide's city centre.

Opened in 1987, the centre is undergoing an extensive phased redevelopment project to ensure it answers event needs today and into the future.

The first phase – West Building – started operations in March 2015, just as the original plenary building was demolished to make way for the East Building, slated for completion in 2017, in time for the International Astronautical Congress.

Extending westwards over the railway lines to link with Morphett Street Bridge and with its own entrance, the West Building houses the Panorama Ballroom which can sit 1,000 pax for a meeting or conference and be divided into three smaller spaces; a multi-functional hall that can be sub-divided into six configurations, thanks to the use of large retractable lighting grids that allow even ceiling

heights to be adjusted; and a mobile plenary facility for up to 3,500 people.

What's new Phase two of the A\$400 million expansion – the construction of East Building – is proceeding as planned. It celebrated its 'topping out' milestone in January this year, and its bronze-colour, zinc façade has been unveiled. It will have capacity for 3,500 people.

Recent association events The Australian Veterinary Association Conference, May 2016; The Australian Earth Sciences Convention, June 2016; Australian Chapter of the Association of Old Crows Convention, October 2016

Website www.adelaidecc.com.au



Brisbane Convention and Exhibition Centre

BRISBANE CONVENTION AND EXHIBITION CENTRE, QUEENSLAND

The successful host venue for the 2014 G20 Leaders Summit, the Brisbane Convention and Exhibition Centre (BCEC) is located on Brisbane's South Bank, also home to the Gallery of Modern Art and Queensland Museum, among many other major attractions.

Operated by AEG Ogden, BCEC features 44 meeting rooms, with capacity for eight to 8,000 delegates and an ability to support five concurrent conferences. In addition, there are three stand-alone auditoria and 20,000m² of exhibition space.

There are 73 hotels within four kilometres of the Centre including two – Mantra South Bank and Rydges South Bank – directly adjacent.

What's new Celebrating its 20th anniversary in 2016, BCEC unveiled its Great Hall's A\$1.5 million (US\$1.15 million) makeover in February, which features new tiered seating, carpets and lighting, and a fresh colour palette in hues of purple. Also in February, the Centre launched a new brand with 'Next Level' as the focus of its messaging as well as a mobile friendly website for conference organisers on the go. In July, BCEC was voted the World's Best Convention Centre at the Annual General Assembly of the International Association of Congress Centres in Nantes, France.

Recent association events World STI &

HIV Conference 2015 and Australasian HIV and AIDS Conference, September 2015; ASFA National Conference & Super Expo, November 2015; International Conference on Traffic and Transport Psychology, August 2016

Website www.bcec.com.au



CHINA

SHENYANG NEW WORLD EXPO, LIAONING

The Shenyang New World EXPO offers 24,000m² of exhibition space in the form of two halls, and 4,000m² of meeting and conference space in the form of a convention hall and 17 meeting rooms of varied sizes.

It has a Venue Services & Safety

Department that tackles front line relations, venue safety, crowd management and security.

It is also directly connected to an underground train station, two hotels and a 260,000m² shopping mall.

What's new Officially opening in March 2017, the Shenyang New World EXPO is the newest venue to in northeast China. Being new has its benefits – it boasts modern technology of world standards which can support the most demanding events.

Months ahead of its official opening, a special arrangement was made for the venue to host the 2016 Annual National Planning Conference in September, the annual meeting of the Urban Planning Society of China.

Recent association events 2016

Annual National Planning Conference, September 2016

Website www.shenyangnwexpo.com

ZHENGZHOU INTERNATIONAL CONVENTION AND EXHIBITION CENTRE, HENAN

There are six levels of multi-purpose function space at the Zhengzhou International Convention and Exhibition Centre (ZZICEC), offering 60,800m² of space altogether.

In its inventory is the Grand Hall, which can seat 3,160 people theatre-style, the International Theatre for 1,090 people, two theatres for 400 people each, 17 meeting rooms of varied sizes, VIP reception rooms, a Chinese restaurant, a Western restaurant and a cafe.

ZZICEC is able to provide simultaneous interpretation for up to eight languages.

What's new The signage system that supports event information and commercial advertisements was upgraded to LED.

Recent association events The 14th Shanghai Cooperation Organization Prime Ministers Meeting, December 2015

Website www.zzicec.com

ZHUHAI INTERNATIONAL CONVENTION & EXHIBITION CENTER, GUANGDONG

Located in Zhuhai Shizimen Central Business District, Wan Zai Area, the Zhuhai International Convention & Exhibition Center (ZHCEC) is a fully integrated facility with a convention and exhibition centre, three hotels with more than 1,200 rooms, a concert hall, an opera hall under one roof.

A relatively young venue compared to others of its kind in China, ZHCEC completed its phase one development in October 2014, offering 33,000m² of exhibition space with a 3,000m² exterior area and 34,000m² of convention space that is made up of a divisible Grand Ballroom, 45 meeting rooms and a banquet kitchen that can produce meals for up to 10,000 guests.

What's new None

Recent association events 2015 Annual Academic Conference of Nephrology Branch of Chinese Medical Association, November 2015; 2016 Annual Meeting of CCEES and China (Zhuhai) EXPO Forum, April, 2016

Website www.zhuhaicec.com



From top: Zhengzhou International Convention and Exhibition Centre; Zhuhai International Convention & Exhibition Center



INDIA

LAVASA INTERNATIONAL CONVENTION CENTRE, MAHARASHTRA

Lavasa International Convention Centre (LICC) is a convention facility at the planned cosmopolitan city of Lavasa, near Pune. It is spread over 6,070m² of land, with 3,300m² available for conventions. Event spaces are pillar-less and boast vibrant interiors to break the monotony of long conferences. The lakeside foyer adds to the leisurely ambience of the centre.

LICC is able to support exotic themes and has its own hospitality specialists to help clients execute events of varied nature.

What's new LICC now offers a steadfast Cisco tele-presence facility, eight language simulcast interpretation console, ceiling mounted high definition cameras for live web-casting, video conferencing facility, a wide network of floor points for video projection, telephone, Internet and sound outputs, ceiling mounted dropdown screen and a network of ceiling mounted speaker system.

Recent association events Corneal Society of India's Keracon 2016, December

website www.licc.in



INDONESIA

NOVOTEL MANADO GOLF RESORT AND CONVENTION CENTRE, NORTH SULAWESI

Novotel Manado Golf Resort and Convention Centre, part of the Grand Kawanua International City in Manado, is a modern architecture with state-of-the-art



From top: Ska Convention & Exhibition Centre; Novotel Manado Golf Resort and Convention Centre

conference facilities. The 2,226m² Grand Kawanua Ballroom can accommodate up to 2,500 people and be divided into three smaller spaces, while the 555m² Junior Ballroom is suitable for 400 people and be divided into four meetings rooms.

What's new It now offers high-speed wired and wireless Internet connectivity in the lobby and ballrooms, as well as LCD projectors and sound systems.

Recent association events World Coral Reef Conference, May 2014

Website www.novotelmanado.com/
www.accorhotels.com/7342

SANTIKA PREMIERE DYANDRA HOTEL & CONVENTION, NORTH SUMATRA

Facilities Located in the heart of Medan, the Santika Premiere Dyandra Hotel & Convention houses the largest convention facility in the city. Also referred to as Santika Dyandra Convention Center, the venue is built to international standards and offers a built-in sound system, wireless high-speed Internet and other technology support.

In all the centre has capacity for more

than 3,000 people, and can be divided into four spacious rooms, each capable of accommodating up to 500 people.

Recent association events Asian Apostolic Congress on Mercy, October 2015; Pameran Otomotif Medan, April 2015

Website www.santika.com

SKA CONVENTION AND EXHIBITION CENTER, SUMATRA

Recognised by its shorter name, ska Co Ex sits in a business district in Pekanbaru and is managed by Swiss-Belhotel International. It houses a 2,119m² multifunctional ballroom that can be converted into four smaller function rooms, five mid-sized function rooms for 100 to 200 guests, and luxurious facilities for VIP guests such as a suite, a separate VIP elevator and butler services.

What's new A Chinese restaurant will open soon.

Recent association events Not available

Website skaconvention.swiss-belhotel.com



Clockwise from top: Sendai International Center; Holiday Inn Alpensia Pyeongchang Resort and InterContinental Alpensia Pyeongchang Resort

JAPAN

SENDAI INTERNATIONAL CENTER, TOHOKU

The Sendai International Center offers two halls and twelve conference rooms across three floors as well as outdoor facilities that can be used by both event delegates and the general public. All are feature modern events equipment.

The main halls span 1,150m² and can seat 1,000 people. They also provide simultaneous interpretation facility for up to six languages.

Other facilities include an information centre and a cafe on the ground level.

A key advantage of the Sendai International Center is its convenient location. It is four minutes by subway from Sendai Station, which itself is 90 minutes from Tokyo by bullet train.

What's new The centre was substantially upgraded in the aftermath of the 2011 Great East Japan Earthquake, although Sendai was largely spared from the disaster. The largest addition to the

centre is the year-old exhibition hall while the newly opened Tozai Subway line, which puts a station adjacent to the centre, has helped to improve the venue's access.

Recent association events Third UN World Conference on Disaster Risk Reduction, March 2015; 80th Annual Scientific Meeting of the Japanese Circulation Society, March 2016; G7 Finance Ministers and Central Bank Governors' Meeting, Sendai Welcome Reception, May 2016

Website www.aobayama.jp/english/



SOUTH KOREA

HOLIDAY INN ALPENSIA PYEONGCHANG RESORT AND INTERCONTINENTAL ALPENSIA PYEONGCHANG RESORT, GANGWON

More than just a popular destination for ski enthusiasts and winter holiday-

makers, Pyeongchang has been able to attract business meetings with a wide selection of event venues at both the contemporary Holiday Inn Alpensia Pyeongchang Resort and the luxury InterContinental Alpensia Pyeongchang Resort.

Holiday Inn Alpensia Pyeongchang Resort's Alpensia Convention Centre has halls and 15 meeting rooms, and support gatherings of up to 2,500 people.

InterContinental Alpensia Pyeongchang Resort has the Alpensia Grand Ballroom for 1,500 guests in theatre style as well as 13 meeting rooms.

What's new None

Recent association events Not available

Website www.ihg.com/holidayinnresorts/hotels/us/en/gangwon-do/kagpr/hoteldetail/events-facilities; www.ihg.com/intercontinental/hotels/gb/en/gangwon-do/kagha/hoteldetail/meetings-events



MALAYSIA

BORNEO CONVENTION CENTRE KUCHING, SARAWAK

Borneo Convention Centre Kuching (BCKK) on the Kuching Isthmus can host major international conventions for up to 5,000 delegates, exhibitions of up to 787 booths and smaller events. The pillar-free Great Hall is complemented by 14 meeting rooms, extensive registration and foyer space, and a world-class restaurant, The Raintree, which can customise menus and offers catering services.

What's new Since early 2016, BCKK has complemented its traditional event venues with a catamaran that is perfect for social gatherings. Named *Sayang Sarawak*, the vessel can accommodate up to 40 people in theatre-style on the lower deck and 30 people in cocktail fashion on the upper deck. Event packages and catering services can be customised.

Organisers hiring *Sayang Sarawak* have a choice of two routes, from Kuching Waterfront to BCKK and from the Isthmus jetty up to the mouth of the Sarawak River.

Recent association events 24th Asian and Oceanic Congress of Obstetrics & Gynaecology, June 2015; Asia for Animals Conference Borneo 2015, October 2015

Website www.bcck.com.my

SPICE CONVENTION CENTRE, PENANG

Opening in 1Q2017, SPICE Convention Centre is one of five key components making up the Subterranean Penang

International Convention and Exhibition Centre (SPICE), an integrated development by local developer, S P Setia Group.

Its 4,546m² Grand Ballroom on the subterranean floor is suitable for large events, and can be divided into four smaller spaces via operable wall partition. The ballroom can seat 8,000 people theatre-style, and is supported by two VIP serviced rooms and 13 smaller function rooms, both on the lower and ground floors. Atop SPICE Convention Centre is a rooftop park, a 2.8-hectare 'green lung' that can be used for outdoor events, weather permitting.

Website www.setiaspice.com/convention-centre.aspx



PHILIPPINES

HENANN ALONA BEACH RESORT CONVENTION CENTER, BOHOL

Opened last year as part of the 400-room luxury Henann Resort in Panglao, Bohol, the convention centre is the first venue of its kind in the Philippine province.

The three-storey convention centre can seat up to 1,000 pax or host a cocktail party for 1,500, and has 13 breakout rooms and meeting rooms for 30 to 90 people each.

Unlike most convention centres, Henann Alona Beach Resort Convention Center adopts a resort setting on the beachfront. It will become more accessible once Panglao's international airport begins operations within the next few years.

Recent association events Not available

Website henann.com/bohol/hennan-alonabeach/explore/convention-center

SMX CONVENTION CENTER, DAVAO

Opened in late 2012, SMX Convention Center in Davao is the largest and first privately-owned and managed convention and exhibition centre in the destination. It sits within SM Lanang Premier mall and is linked by a footbridge to Park Inn by Radisson Hotel.

The centre can accommodate up to 5,500 pax across all its meetings spaces, including 5,320 guests in its three function rooms and 230 guests in its five meeting rooms. The 1,292m² pre-function lobby can also be used for a variety of events.

What's new None

Recent association events World Food Expo Mindanao, June 2016; Manufacturing Technology World Davao, September 2016; HVAC/R Davao, September 2016

Website www.smxdavao.com



TAIWAN

INTERNATIONAL CONVENTION CENTER KAOHSIUNG

Located in a downtown area with plentiful five-star hotels and local restaurants, the International Convention Center Kaohsiung welcomes events of all sizes, from meetings for 20 people to conferences for 1,800 people. It can also house 460 exhibition booths.

The centre's exhibition hall allows



SPICE Convention Centre



Clockwise from above: Chiang Mai International Exhibition and Convention Centre; Avani Khon Kaen Hotel and Convention Centre; International Convention Center Kaohsiung

for multi-level booths and elaborate displays, while conference halls has movable partitions.

What's new The International Convention Center Kaohsiung upgraded its air-conditioning system this year, as well as its safety features such as the addition of a wall between escalators on the first and third floors for enhanced fire prevention.

Recent association events 2015 International EcoMobility Forum, September 2015; Annual Meeting of Taiwan Society of Nephrology, November 2015; Kaohsiung International Invention & Design Expo, December 2015

Website www.icck.com.tw

KAOHSIUNG EXHIBITION CENTER

The waterfront Kaohsiung Exhibition Center features 25,000 m² of indoor and outdoor event spaces. These comprise two 9,000m² halls, a conference venue for up to 4,000 people, VIP rooms and a press centre. Simultaneous interpretation services and free Wi-Fi are available.

What's new Kaohsiung Exhibition Center implemented the Event Sustainability Management System (ISO 20121) in April 2016. To successfully obtain this certification by the end of 2016, the venue must contribute to three dimensions of sustainability – economic, environmental and social.

Recent hardware enhancements include lighting and air-conditioning upgrades in the conference hall, while a landscaping project is slated to complete end-2016.

Recent association events Taiwan Dermatology Aesthetic Conference and

Taiwanese Dermatological Association Spring Meeting, April 2015; Annual Global Health Conference, November 2015; International Conference On Hydrogen Energy in Kaohsiung, March 2016; Taiwan Orthopedic Association Regional Meeting, April 2016; APASL Single Topic Conference on Hepatitis C, June 2016; 18th International Congress on Plasma Physics, June 2016

Website www.kecc.com.tw



THAILAND

AVANI KHON KAEN HOTEL AND CONVENTION CENTRE

Facilities A four-star, 196-room hotel located in the heart of the growing Khon Kaen city, Khon Kaen province, Avani Khon Kaen Hotel and Convention Centre offers a range of flexible spaces for meetings of up to 2,000 people. The main convention centre houses eight function rooms across 4,000m², and opens up to a pre-function area, gardens and pool. These spaces can be further split into smaller rooms to suit the event.

What's new The biggest change recently has been ownership. As of July 1, the hotel and convention centre formerly operated by Centara became part of Minor Hotels Group and was rebranded as an Avani property.

Recent association events Sixth International Conference on Local Government, September 2015

Website www.minorhotels.com/en/avani/khon-kaen



CHIANG MAI INTERNATIONAL EXHIBITION AND CONVENTION CENTRE

With 60,000m² of usable space, including a flexible exhibition hall spanning up to 7,938m² and two large conventional halls, the Chiang Mai International Exhibition and Convention Centre (CMECC) is prepared for all manner of national and international events. There are 29 meeting rooms, plus a large outdoor space and a second building dedicated to small and medium-sized business events with a smaller exhibition hall, product display hall, meeting rooms and office for rent.

Located 10 minutes from the city centre and 15 minutes from Chiang Mai International Airport, CMECC is close to hotels ranging from two- to five-stars, shopping malls and restaurants.

What's new None

Recent association events International Association of Gerontology and Geriatrics Asia/Oceanic Regional Congress, October 2015; Asian Golf Tourism Convention, April 2016; Royal College of Orthopaedic Surgeons Thailand and Asean Orthopaedic Association combined meeting, October 2016

Website www.cmecc-mice.com

The square-mile city centre of Adelaide packs in various business events, commercial and entertainment infrastructure



Small city packs a punch

A massive city transformation along with a prodigious biomedical ambition is making associations and event organisers take Adelaide seriously. By **Karen Yue**

The city centre of Adelaide is undergoing a metamorphosis, arming itself with an advanced biomedical city, new and upgraded public spaces, and enhanced event and tourism infrastructure along River Torrens as part of a A\$6 billion (US\$4.5 billion) redevelopment of the Adelaide Riverbank precinct.

Although work is still in progress – the last of the entire project is expected to complete in 2023 – it has already attracted health science associations and event organisers specialising in this

sector. In 2015 and 2016, Adelaide will host 45 health science conventions, a majority of which are association-led. And according to Damien Kitto, CEO of the Adelaide Convention Bureau, 40 to 50 per cent of global events headed for Adelaide today and in the near future are health science based.

A large part of the credit goes to Adelaide BioMed City, one of the three precincts within the redevelopment project.

Kitto explained: “We have been attracting (many) international medical conventions by virtue of the BioMed City, the largest biomed precinct in the Southern Hemisphere, and of the many

clinicians and researchers here who are providing rich content for Adelaide to bid for and win medical events.”

Emphasising the BioMed City’s significance, Marco Baccanti, chief executive of government agency Health Industries South Australia, said that “for the first time we now have (facilities that) combine the entire value chain, starting from academic and scientific research at South Australian Health and Medical Research Institute (SAHMRI)” and it will “bring about a combination of academic and clinical research, training, therapy for patients, and business activities”.

Since coming into operation in 2013,



“When it comes to organising a global convention, people prefer to go to a place that is (well known) and now Adelaide is that place. Now people are wondering what’s happening here, and when they are offered the opportunity to attend a convention in Adelaide, they will (want) to come and see for themselves.”

Marco Baccanti,
Chief executive, Health Industries South Australia

SAHMRI has helped to bring several health science association conventions to Adelaide by offering to secure high-level speakers for the programme, organising site visits for delegates, drawing national and international attendees to the convention, and writing letters of support to the international organising committee that extol the scientific strengths of its departments, shared Steve Wesselingh, executive director of the facility.

Meetings that were supported by SAHMRI included the 9th Annual Scientific Meeting of the International Society of Cardiovascular Pharmacotherapy in November 2014 and the Asia Oceania Conference on Obesity coming up in October 2017.

Some SAHMRI departments are also proactively courting events. SAHMRI's Wellbeing and Resilience Centre, for example, brought the fifth Australian Positive Psychology and Wellbeing Conference 2016 to Adelaide in September. Some 450 people from around Australia and Asia attended the conference, a result of the Centre's efforts to forge relationships with peers in Asia.

The Centre's delegate-boosting efforts also raised Adelaide and South Australia's profile in the field of positive psychology, which director Gabrielle Kelly believes will drive related research and commercial investments to the state.

She told *TTGassociations*: "We have a very clear vision about building South Australia as a state of wellbeing and we are supported by the premier of South Australia who is also the co-chair of our strategic leadership group and the chairman of the economic development board. We have very high level of political backing."

In fact, the strong political backing extends beyond that single field. To grow the state's biomedical sector, the South Australian government founded Health Industries South Australia and tasked it with attracting global organisations

"The challenge for us now, with all these new hardware coming on board, is to drive demand. We are working closely with the South Australian Tourism Commission and the Adelaide City Council to get the word out (that) we have these close relationships and support from the top in attracting business and association events."

Damien Kitto

CEO, Adelaide Convention Bureau

to establish operations in the state for research, commercial activities or manufacturing operations. The agency is also sharing another message on the ground.

Baccanti said: "Part of our message is this: if you plan to conduct conventions for your community of companies, researchers and scientists, it is now the time to do it in Adelaide. (Back then) even people in leadership positions did not see Adelaide as an attractive place for conventions. That perception has changed (because of) the critical mass and the proximity of all the facilities within the BioMed City."

These facilities are within walking distance of each other, and the BioMed City sits close to the Adelaide Convention Centre, the Adelaide Oval, various business hotels such as InterContinental Adelaide, Stamford Plaza Adelaide and Mercure Grosvenor Hotel Adelaide, as well as a plethora of retail, entertainment and dining options within the city centre. Time saved from avoiding lengthy journeys door to door goes into enabling more activities and learning opportunities for event delegates.

Kitto said: "The city is a square mile, offering great convenience to visitors who can simply walk around or hop onto a free tram that connects the north and south of the city."

He added that it is possible for one to

walk from SAHMRI to the Education and Cultural Precinct on the other end where attractions such as Art Gallery of South Australia sit, in "15 or 20 minutes tops".

"Furthermore, visitors only need 40 minutes to get to McLaren Vale, 20 minutes to Adelaide Hills and an hour to the world-famous Barossa Valley," he said.

In addition to Adelaide's accessibility is its affordability "when compared to other state capital cities around Australia". Kitto remarked: "Hotel rates, restaurant meals and touring opportunities are priced lower."

Adelaide Convention Bureau has been highlighting these messages, along with the story of the Adelaide Riverbank precinct redevelopment, at all business and association event trade fairs.

Alec Gilbert, chief executive of Adelaide Convention Centre, said publicity surrounding the city's redevelopment had led to "renewed interest in Adelaide" and that "enquiries and bookings are going strong".

A two-day Adelaide BioMed City Showcase hosted by the Adelaide Convention Bureau and SAHMRI in June, which highlighted the emerging health science infrastructure as well as new and existing tourism products to decision-makers from national and international associations, also drew "a strong response from conference and event



Adelaide BioMed City Showcase in June showed off Adelaide's unique venues, such as the State Library of South Australia's 19th century Mortlock Wing

Understanding the Adelaide Riverbank redevelopment

- The project is made up of three precincts – the Adelaide BioMed City Precinct, Core Entertainment Precinct and Education and Cultural Precinct
- The Adelaide BioMed City includes South Australian Health and Medical Research Institute (the first to open in 2013), New Royal Adelaide Hospital, University of Adelaide Health and Medical Sciences Building, University of South Australia Health Innovation Building, Flinders University's John Chalmers Centre for Transforming Healthcare, Women's and Children's Hospital, and other facilities yet to be finalised
- The Core Entertainment Precinct comprises the Adelaide Convention Centre which boasts the new West Building and is due to complete the East Building in mid-2017; the redeveloped Adelaide Oval which reopened in 2014 and offers several private event spaces; the massive new glass-clad Riverbank footbridge connecting the city with the Adelaide Oval; the 25,000m² Festival Plaza which will be overhauled to feature expanded green spaces, wide promenades, the Art Space Plaza and a new entrance to Adelaide Railway Station, among other things; Skycity Adelaide Casino's expansion which will add a five-star hotel, retail and entertainment offerings to its current product mix; and Walker Corporation's new complex with office, retail and entertainment space
- Education and Cultural Precinct comprises universities, Art Gallery of South Australia, South Australian Museum, State

Library of South Australia, Adelaide Zoo, Adelaide Botanic Garden and future mixed-use facilities

- The future Riverbank Precinct will be connected from end to end by upgraded laneways that will be pedestrian- and cyclist-friendly
- The Department of Transport and Infrastructure has been reducing inconveniences to commuters during the ongoing construction, by providing clear wayfinding signage and alternative access points



organisers, with advanced discussions underway with a number of international and national organisations looking to host events in Adelaide”, shared Gilbert.

Roslyn McLeod, managing director of Arinex, an Australian professional conference organiser, agrees that city-wide redevelopments have pitched Adelaide into the spotlight and attracted interest from associations and organisations.

“Promoting the fun side of Adelaide, from the new restaurants coming up in the city to the vineyard tours close by, is also important because associations care about what leisure things their delegates can do while meeting in the destination. Once associations have decided on the content and the right destination for

“The ongoing vibrancy of the city, particularly the development of a new network of laneway bars and restaurants, provide for an interesting and attractive destination for delegates who want to experience not only South Australia’s conference facilities but also its premium food, wine and hospitality.”

Alec Gilbert

Chief executive, Adelaide Convention Centre

their meeting, the tourism aspect will come into focus,” she said.

For Adelaide to see sustained growth in the associations events business, Gilbert opined that the city needs to “main-

tain its growing international flight connections to maximise accessibility”, have “continued investments in new hotels and accommodation options, and upgrading of existing hotels”.

{ Need to know }

1 The entire city is your venue

A strong camaraderie exists among Adelaide’s businesses and authorities when it comes to supporting business events. Public spaces can be closed off for private events. For example, laneways in Vardon

Avenue were shut for a breakfast event during the Dreamtime 2015 travel trade fair. Sit-down dinners can also be hosted on Leigh Street.

2 Army of ambassadors

Health science associations hoping to bring an event to Adelaide are supported by influential individuals from the industry who are also members of the Conventions Adelaide Ambassador programme. A third of these ambassadors represent the city’s health science industry, and have been direct champions for several successful international convention bid wins. Examples include the MASCC/ISOO International Symposium on Supportive Care in Cancer 2016.

3 Free destination support

The Adelaide Convention Bureau provides

a host of complimentary support such as bid preparation and presentation, delegate boosting support, and provision of promotional material, including guides, maps and electronic images.

Furthermore, more than 180 venues, hotels, service providers and operators that support MICE in partnership with the Bureau are listed online, allowing event organisers to search for what they need at www.adelaideconvention.com.au.

4 Accommodation boom

An additional 1,500 new hotel rooms are proposed to come online by 2020, and these will include big global brands like AccorHotel’s Sofitel and Starwood Hotels & Resorts’ Sheraton. At the same time, several existing hotels are undergoing refurbishment to keep up with the city’s redevelopment.



{ Pre/Post }



A new delicious lure at Penfolds Magill Estate

The sprawling Penfolds Magill Estate in Adelaide Hills, just 15 minutes by car from Adelaide city centre, opened the Magill Estate Kitchen in June 2015 to offer visitors more wining and dining opportunities.

The Magill Estate Kitchen's warm wooden interiors and large window panes that let in views of its verdant surroundings make it a charming venue for casual get-togethers in the day and romantic night-outs after sunset. It is available for corporate hire and can accommodate 60 guests seated or 200 people for a cocktail party setting. Dining, canape and wine packages are available for event planners to choose from. All dietary requirements can be catered for with prior notification.

While smaller groups can book the Magill Estate Kitchen for a gathering over brunch or lunch seven days a week, full venue hires are only accepted in the evenings. Minimum spend applies.

The winery also offers a degustation experience in its Magill Estate Restaurant, canape-style parties in various locations such as the Magill Estate Gallery, and a nine-course tasting menu in the Max Schubert Cellar. A structured Penfolds Tour and Wine Tasting programme is available as an add-on to a main event.

Contact

www.penfolds.com



All's fair and elegant at the Mayfair Hotel

Mayfair Hotel is a 170-key boutique property that occupies a handsome heritage-listed Romanesque-Gothic building in Adelaide's city centre. Guestrooms are dressed in soothing tones of white and beige, plush fabrics and elegant furniture. The same luxurious tone is extended to Mayflower Restaurant and Bar in the basement.

Thirteen floors up at Hennessy Rooftop Bar, the vibe is markedly different. Opulent and chic, with room for fun parties inside and tête-à-tête outside, Hennessy is today a hot spot for the city's young and trendy. This venue can be booked for private events. Other facilities at the hotel include a collection of function rooms and the casual Café 55.

Contact

www.mayfairhotel.com.au

To market, to market to buy all sorts of things

Open year-round, the Adelaide Central Market is a food paradise that houses cafes, as well as vendors selling fresh produce, meats, seafood, baked products, cheeses and other food products.

Since most vendors begin their day early at 07.00, the market is a wonderful place to start your day with a tasty breakfast made from the freshest local produce, before doing some shopping for delicious souvenirs for loved ones back home.

The Adelaide Central Market also has a number of fun festivals and events happening every month, such as cooking demonstrations and live music performances. In end-June/early July, for example, the market held a four-day truffle festival with cooking demonstrations and truffle tastings.

Contact

www.adelaidecentralmarket.com.au



Step this way into Sean's Kitchen

One of Adelaide's newest and hottest restaurants can be found in the heart of the city, within Adelaide Casino. The brainchild of celebrated chef Sean Connolly, Sean's Kitchen is a New York Brasserie-inspired restaurant that pays homage to South Australia's best produce.

The main dining hall is bright and cavernous – even in the evenings – thanks to a high, arched ceiling, and white walls and tiles. Diners can choose to dine outdoors when the weather is fine, or book a private party upstairs in a chic, smoky vault where wines are kept and the air is infused with the fragrance of oak and leather.

The menu is extensive, with a good selection of larger plates for small groups to share. For those who enjoy a tippie, there are plenty to choose from the cheekily titled, *Big Book of Booze*.

Reservations are recommended.

Contact

info@seanskitchen.com.au



A stylish prelude to dinner

Why settle for a predictable pre-dinner cocktail in the foyer of a ballroom when you can do the same inside a tram that travels from Stamford Plaza Adelaide Hotel in the city centre to either its sister property along Glenelg Beach, Stamford Grand Adelaide Hotel, or the Morphettville Racecourse?

The 35-minute tram ride provides sufficient time for guests to enjoy canapes, wine, good conversations and the city's sights.

The two hotels also work closely with the Morphettville Racecourse to put together creative offsite parties for clients.

Contact

www.stamford.com.au

Get around in eco style

Adelaide is compact enough for one to walk from point A to B, but if your legs are tired and you need a ride, reach for EcoCaddy. The company has a fleet of bamboo-framed hybrid-electric tricycles operated by strong and friendly local riders. Rides in these babies are swift (they can go on city bike lanes too!) and safe, plus you'll hear some interesting facts about the city and its architecture.

Contact

SMS 0411 180 578 / EcoHAIL app



The waterfront Kaohsiung Exhibition Centre opened in 2014

Kaohsiung Exhibition Centre

A force to be reckoned with

Kaohsiung's city government has been hard at work building brand-new infrastructure and setting up MICE alliances, reports **Prudence Lui**

The success of the 2009 World Games in Kaohsiung, Taiwan, has proven the port city's capability in organising international events and led to a slew of major international events for the destination.

In 2013 Kaohsiung welcomed the Asia-Pacific Cities Summit, followed by Taiwan International Fastener Show, Taiwan Boat Show and AIESEC International Congress in 2014. Last year, it hosted the 2015 International Harbor Cities Conference, while the Global Harbor Cities Forum just concluded in September.

Recognising the value of the business events sector, the Kaohsiung city government has established the Kaohsiung MICE Alliance to put up a stronger fight with rival MICE destinations. This alliance not only covers the resources of southern Taiwan (comprising the cities of Kaohsiung, Tainan, Pingtung and Penghu), but it also combines resources from the industry, government and academia. Currently, there are 10 conference ambassadors and 138 members in the alliance.

The city government has also initiated the Asian New Bay Area redevelopment project which features four major build-

ing projects – the existing Kaohsiung Exhibition Centre (KEC), Kaohsiung Main Public Library, as well as the soon-to-be-built Maritime Cultural and Popular Music Center and Kaohsiung Port Terminal. The Asian New Bay Area will be supported by a light rail system for greater accessibility.

Kaohsiung's stand in the global MICE scene will get a further boost with national MICE body Meet Taiwan's recent efforts to promote second- and third-tier cities in Taiwan for business events. Kaohsiung Meeting & Event Promotion Office now enjoys help and support from Meet Taiwan.

Meet Taiwan's deputy executive director, Lily Su, said: "We no longer rely just on Taipei (to attract international events). Kaohsiung is an ideal option as its infrastructure is taking shape. For instance, the KEC and the Kaohsiung Main Public Library are stylish spaces that enhance the venue options in the city."

The Kaohsiung Main Public Library offers a 182m² multifunctional conference room and a 1,375m² auditorium, while the waterfront KEC has 13 meeting rooms and two main halls that have capacity for 1,424 exhibition booths.

KEC vice president, Robert Campbell,

{ Need to know }

1 Seasons change

Depending on the season, the landscape of Taiwan will change accordingly. Find out what you can see during the season that you are visiting, and try incorporating them into your events.

2 Stay for awhile more

If you are looking for ideas on pre/post-event programmes, the *Taiwan Value Go* campaign offers a per-head travel subsidy for foreign nationals.

The campaign features 24 recommended events – such as the Keelung Squid Festival and Changhua Lukang Dragon Boat Festival – that take place in 16 counties/cities around the country.

3 Loosen that belt

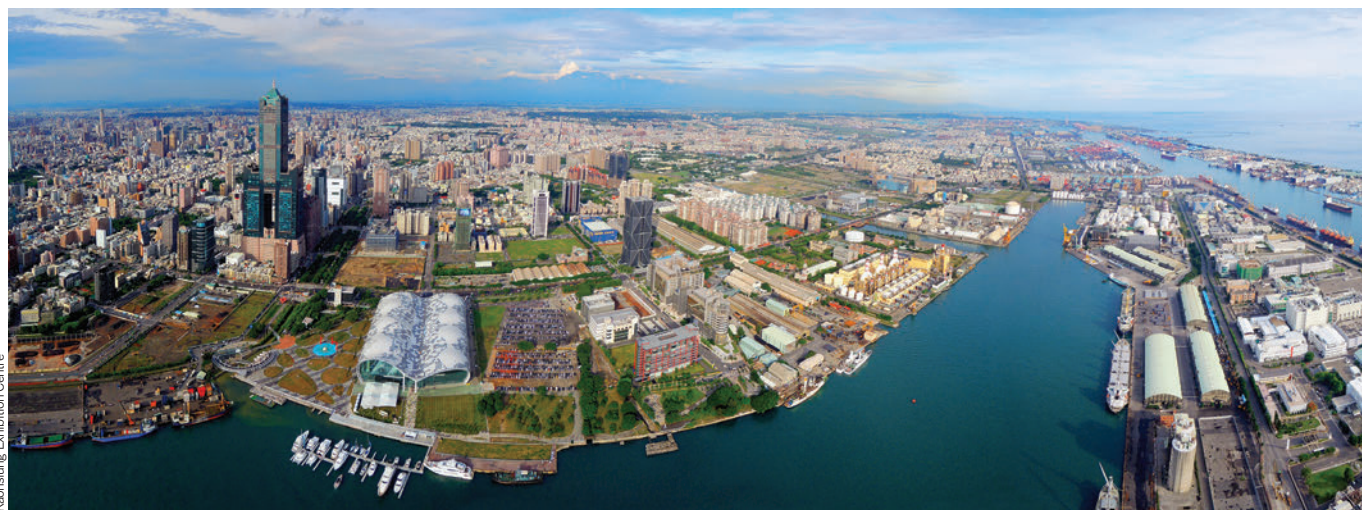
Prepare to put on weight as Taiwan is a food heaven. The country is home to numerous night markets. There, local delicacies like *xiao long bao*, *shal-lot* pancake, *oyster mee sua* and beef noodle soup can be savoured.

4 Just card it

Apply for the MEET Taiwan Card which will benefit delegates as they shop, dine and head to entertainment sites. You can even use it to obtain a discount for cosmetic surgery. Ask your local event planner to assist in applying for this.

5 Reduce your carbon footprint

Go green and take the public transport. The city has an excellent transport network, and is a convenient way for participants to get around.



Kaohsiung's Asian New Bay Area redevelopment project will transform the city's waterfront precinct

said 70 per cent of business at the centre comes from exhibitions while conferences make up 30 per cent. However, the latter has been “expanding quite nicely”.

Campbell said: “Since (KEC’s) inception, occupancy has grown from 17 per cent to 22 per cent last year. Hopefully, it will exceed 30 per cent this year.”

However, venues alone are not enough to make a destination attractive for events. Local industry players are hoping for more opportunities to inject creativity into event programmes.

Lion Travel’s director of exhibition & convention travel service department, Joy Tsai, said: “I hope to see more vibrant elements that can excite delegates. For instance, The Pier-2 Art Center could be (a unique) venue for teambuilding and themed events. Also, (planners should be able to work) with yacht clubs (to organise) cruises (on luxury yachts) or waterfront parties for small-sized, high-end groups.”

Illustrating the opportunities to deliver creative events in Kaohsiung, Tsai told *TTGassociations* that his company had recently hosted an outdoor dinner for 200 guests at the Confucius Temple in Kaohsiung. The meal was prepared by a team of private chefs who whipped up



“We no longer rely just on Taipei (to attract international events). Kaohsiung is an ideal option as its infrastructure is taking shape.”

Lily Su

Deputy executive director,
Meet Taiwan

Taiwanese favourites, while live Chinese music entertained the crowd.

Ably Conference and Exhibition, project manager, Paul Chuang, added that

Kaohsiung could make available opportunities for visiting event delegates to do good for the local community.

“In the last two years, we have seen a growing need (for such activities), beyond going to the usual sightseeing spots,” Chuang said.

Citing an example, Chuang said a group of 600 delegates from a cosmetic firm in Shanghai had asked to work with a primary school in Kaohsiung to sell the students’ handicraft to raise funds for charity.

Patti Tang, director with Taiwan-based PCO Willy Event Consultant, opined that Kaohsiung is often perceived as “an industrial hub without much history”, so spotlighting its arts and culture would help improve its appeal among event planners.

There is also a need for the city to expand its inventory of five-star hotels to do well among incentive event planners, according to Ambassador Hotel Kaohsiung’s director of sales, Paul Hsu.

Hsu, who hopes to court a larger number of incentive business, said more rooms in the city are needed to accommodate huge incentive groups but there are only a limited number of five-star hotels.



Peruse an unrivalled collection of fine Asian art

The National Palace Museum opened its southern branch in Chiayi in south-western Taiwan, on December 28, 2015. This three-storey complex has 10 galleries that will feature Asia-themed exhibitions. Groups of 10 or more can opt to join a group tour. There are also audio guides – that come in 10 languages ranging from English to Vietnamese – available for rental at NT\$100 (US\$3) per set.

Contact

south.npm.gov.tw/en-US

A varied collection

Chimei Museum, founded in 1992 by Wen-Long Shi, is a renowned private museum. In 2014, it relocated to Tainan Metropolitan Park, and reopened to the public in January 2015.

The museum has four exhibition rooms, one temporary exhibition gallery and a sculpture hall in the main building. The museum is home to one of the largest collections of violins in the world, and it also boasts a large animal taxidermy collection.

Contact

www.chimeimuseum.org/ml/english/3



An upcycled building

Metropolitan Living Development is a creative cultural and entertainment mega mall that consists of restaurants, cinema complex, feast halls, bookstores, and exhibition halls. Revitalised from an aluminium plant, the old factory in Kaohsiung City is a perfect stop for groups to chill out at.

Contact

www.mld.com.tw



Tales in a puppet museum

Taiwanese glove puppetry, or *budaisi*, was brought into the country by settlers from China's Fujian Province in the 17th century. Groups can take a tour of the Lin Liu-Hsin Puppetry Theatre Museum, before watching a show during dinner. After the show, participants can have a go at trying out puppetry on their own.

Contact

www.taipeipuppet.com/english/index-menu.html

Enjoy a cuppa

Asia Concentrate Corporation runs a 15-pax tour to Hualien County that introduces participants to local stories that revolve around a cup of coffee brewed with water from the Hsiukuluan Stream. Coffee enthusiasts set up shops here to brew their best coffee beans, and visitors will be given a brief introduction to roasting coffee. Don't drink coffee? There is a similar tour for tea lovers.

Contact

asiaconcentrate.com



To the beat of your own drum

The three-hectare Ten Drum Ciatou Creative Park was transformed from a former sugar refinery site in 2010 and the venue is positioned as a sightseeing, field trip, teambuilding and conference venue.

Apart from enjoying thrilling drum performances at the theatre, visitors can also join the 60-minute guided tour or have a 60-minute drum lesson. The space allows for 200 people to practice drums simultaneously. For corporate meetings, there are two meeting rooms, a smaller-sized one at 30 pax while the larger room can seat up to 200.

Contact

tendrumsugar@gmail.com

Admire art pieces from a master sculptor

Located in the Jinshan District of New Taipei City, the eponymous museum is home to internationally-renowned sculptor Ju Ming's creative masterpieces. His artwork, done in range of mediums such as wood, ceramics, stone, bronze and stainless steel, are installed both indoors and outdoors. Guided tours can be booked for groups over 20 people.

Contact

www.juming.org.tw/opencms/juming_en/main_en.jspy



Pudence Liu

TCEB rolled out campaigns to promote business events destinations beyond Bangkok; Chiang Mai cityscape pictured



In for the long haul

Efforts to host and campaign for quality conferences may not bear immediate fruits, but Thailand has its eyes firmly on the prize. By **Michael Sanderson**

It's a marathon and not a sprint for Thailand, which is expecting to reap long-term rewards from staking its claim as a major destination for association events.

While there has been no great rise in the number of association events, landmark conferences and summits in the country give signs of the country's attractiveness to international organisers.

Moreover, the business events sector was in recovery mode last year after the chaos of the 2013-14 street protests, and 2016 is expected to be a year of consolidation rather than growth.

The Thailand Incentive and Conven-

tion Association (TICA) president Sumate Sudasna, who noted that there was a small increase in number of business events held in Thailand this year over the last, said efforts to attract international associations had largely been driven by the Thailand Convention and Exhibition Bureau (TCEB).

He pointed out that the TCEB's clearest successes recently were to host three "important events from prominent international meetings industry associations", namely the Professional Convention Management Association, the American Society of Association Executives and the Union of International Associations,

which held its third Associations Round Table for Asia-Pacific at the Centara Grand in September 2015.

Sudasna also praised the Tourism Authority of Thailand for securing the World Travel & Tourism Council's 2017 Global Summit, which will be held in late April.

"That is a very significant industry authoritative body and having its events in Thailand will cement the country's position as a leading destination for business events," he said.

Other successful association events that demonstrated Thailand's presence on the world stage include the 3rd

{ Need to know }

1 Phone it in

TCEB has released an app with information on business-friendly hotels and venues, city guides, flight information and more. The Business Events Thailand app is free on Android platforms through Google Play.

2 Keep on trucking

Food trucks are a popular craze in Thailand, and most can be booked for private events. Hyped up names in the business include Daniel Thaiger or Mother Trucker burgers, Pizza Massilia, Two Angels Tacos and more.

3 Consider Krabi

Krabi is an idyllic location accessible from Bangkok and Phuket, and its international airport has regular flights to Malaysia, Singapore, China and more. Facilities here can accommodate meetings for 50 to 500 pax.

4 Sense of disconnect

Bangkok has two international airports, Suvarnabhumi and Don Mueang, but there is no easy way to move between them. Bear this in mind if switching airlines for onward flights.

international delegates.

TCEB also recently held a campaign to encourage event organisers to look beyond Bangkok and explore the country's diversity.

"Bangkok is still the preferred choice due to the convenience for international arrivals as well as its infrastructure and facilities, while Chiang Mai has also gained notice and is becoming more prominent on the map," Sudasna explained.

TICA's own role in attracting associations comes in the form of the Convention Promotion Seminar, which is held every two years.

"In 2015, it was organised in Chiang Mai and some leads were generated from that event," Sudasna said.

But he cautioned that association events involve long periods of planning time, adding that it could take years before campaigns by industry bodies like TICA or state agencies like the TCEB yielded results.

"(The World Travel & Tourism Council) is a very significant industry authoritative body and having its events in Thailand will cement the country's position as a leading destination for business events."

Sumate Sudasna

President, Thailand Incentive and Convention Association



Love Photo/Shutterstock



Asia-Pacific Glaucoma Congress, the 11th Asian Fisheries and Aquaculture Forum Exhibition and the 29th Congress of the International Society of Sugar Cane Technologists, a TCEB spokeswoman added.

She further pointed out that Thailand's 42 certified MICE venues were well supported by "an abundant ecosystem of talented business event professionals".

To market the destination for large-scale events, TCEB is offering the Convene in Paradise promotion running until next September, which provides one million baht (US\$28,692) in support of conventions with a minimum attendance of 1,000

{ Pre/Post }

**Contemporary art gallery**

Long known as a creative hub, Chiang Mai now has a large gallery dedicated to contemporary Thai art in the San Kamphaeng craft district. The Maiiam Museum of Contemporary Art opened in July with a large permanent collection, which Jean Michel Beurdeley, his late wife Patsri Bunnag and their son Eric Bunnag Booth amassed over 30 years, and a retrospective from Palme d'Or winner Apichatpong Weerasethakul. The collection features some of the biggest names in Thailand's contemporary scene, along with provocative works from emerging artists. The gallery opens 10.00-18.00 daily except Tuesdays, and entry is priced at 150 baht (US\$4.30).

Contact

www.maiiam.com

A northern secret

Tucked away in Thailand's north, Nan is the sort of place Thais love but foreigners rarely venture to as it's had little international exposure. Those who visit enjoy the province's mountains, picturesque rice paddies, temples from the Lanna kingdom and the slow pace of life in the main city. Nan is best avoided in January and February, when holidaying Thais flock there to enjoy the cool winter weather, while temperature is relatively constant year-round in many other parts of Thailand. Along with cafes and relaxation, it also offers adventure activities such as kayaking and rafting.

Contact

www.tourismthailand.org

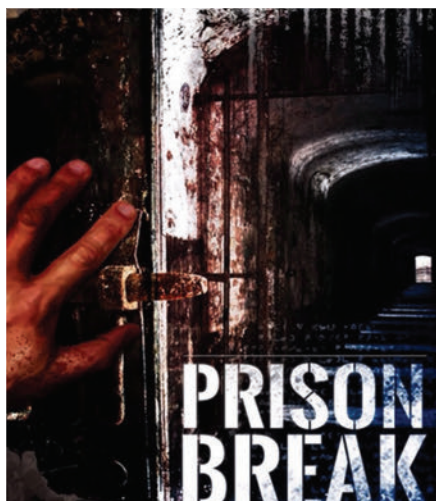
**Chasing waterfalls and temples**

The northeast is the country's largest and most populous region, and one way to see the region's highlights is with Go Vacation's 4D3N tour. After visits to one of Thailand's oldest temples, Wat Phra Buddha Badh, and the 45-metre-tall White Buddha, participants spend the first night at a resort near Khao Yai National Park. The second morning features the Krong Keo and Haew Suwat waterfalls, while the afternoon is devoted to a museum and the magnificent Khmer temples in Pimai and the Sai Ngam Banyan Grove. The tour also includes visits to Prasat Phanom Rung, the most important Khmer temple complex in Thailand, Ban Kan Lueang Archaeological Site, and other attractions in Surin, Sisaket and Ubon Ratchathani.

Go Vacation has a range of other tours in Thailand, and can tailor itineraries as needed.

Contact

www.go-vacation.com/thailand

**Locked room mysteries**

Be the leader of a forensic unit trying to solve a murder, break out of prison or find a way to leave a locked hotel in the 45-minute Escape Room challenges. Located on the seventh floor of the MBK mall in central Bangkok, there are six games to choose from for groups of two to six. Flexible enough to cater to families, tourists or corporate teambuilding exercises, it could also be an activity to ease association members into the main event.

Contact

thailand@escaperoom.com

The light of the night

There are few better places to see Bangkok at night than from the side of the Chao Phraya River. Asiatique is a great spot to relax with dining options along the river, and there are plenty of shops for those who still have energy (and money) to burn at the end of a trip. It features Thailand's highest Ferris Wheel, while entertainment options include a 4D cinema and the Calypso cabaret.

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www.thaiasiatique.com



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In search of a targeted approach

Local PCOs say precise outreach efforts and financial support are needed to further motivate associations to choose India for their events, by **Rohit Kaul**

The ICPB will soon be taken through its first restructuring;
The India Gate, New Delhi pictured



India's association events market has benefitted from an enabling business environment, but PCOs are calling for outreach efforts and financial support to further incentivise local chapters to bring their international association events to the country.

"The government is the enabler to create a positive business environment in the country and under the leadership of the Indian prime minister, I think that has been achieved to some extent," said Prasant Saha, CEO, CIM Global.

"International associations are seeing reasons to hold their events (in India) as the destination continues to increase its purchasing power."

India's business environment is being

continually bolstered by government initiatives, according to Rajeev D Kale, president and country head, leisure travel, MICE, Thomas Cook (India).

He said: "The government is taking unparalleled initiatives to boost Indian industries and hence initiatives such as *Make in India* and *Invest India* are focusing on how the international markets will invest in India.

"Marketing with the support (of) schemes like The Market Development Assistance – where the government offers assistance towards bidding for international conferences – will yield great results."

Although the traditional markets for the association events in India have been

the US, UK and Europe, international association based in Asia-Pacific, such as the Asia Pacific Association of Medical Informatics, are now also organising their events in the region.

"We need to explore new markets for association events besides the traditional ones," opined Amaresh Tiwari, managing director, AT Seasons & Vacations Travel.

Meanwhile, the Indian Ministry of Tourism is looking to bring the India Convention Promotion Bureau (ICPB) through its first restructuring and step up efforts to bid for larger association events.

"We are in the process of forming state chapters of ICPB. We will also be talking

{ Need to know }

1 Prepare for high season

Inbound season in India starts from October to March, during which international leisure tourists flock to the country. A lot of domestic travel also happens in this season due to good weather, resulting in good occupancy in hotels.

2 A phone call away

India's Ministry of Tourism this year started a 24/7 toll-free tourist helpline – 1800 111 363. This infoline service

provides tourist information and gives callers advice on what to do in times of distress during their travel in India. Where needed, they are able to alert the relevant authorities. The languages handled by the contact centres include English, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

3 Fast track to the Taj

Delegates looking to visit the city of Taj Mahal, Agra, from New Delhi can

now hop onboard India's new and speedy state-of-the-art train, Gatiman Express, that operates six days a week except on Friday. Travellers boarding the train will reach Agra in 100 minutes.

4 Peak traffic periods

Office hours in India are from 09.00 to 18.00 in general. The traffic is at its peak during morning office hours and evening closing hours, during which commuting will take longer.

Goa province beach, India



to various ministries and departments like agriculture and information technology (about bidding) for international association events," said Suman Billa, chairman, ICPB.

However, some PCOs shared that they would like to see more precise outreach efforts, financial support for the local chapters of international associations and greater collaboration between the government and ICPB.

"The Indian government and ICPB need to work together and (jointly) conduct roadshows in cities like Geneva where association headquarters are located," said Chander Mansharamani, managing director, Alpcord Network Travel & Conferences.

"The government should provide financial support to Indian chapters of international associations so they can bid for events (to be held here)," he added.

Swadesh Kumar, founder, Shikhar Group of Companies, explained: "Very few international associations come to India on their own. You have to motivate (their) domestic chapters."

Swadesh added he has also called for more marketing dollars to be spent on various association journals domestically.

As well, he pointed out that the diffi-

culty of getting a conference visa in India poses a challenge.

"The government rules say that delegates coming for conferences have to apply for a conference visa, a process which is very cumbersome. Conference visa should be also included in the E-Tourist Visa facility."

India's Ministry of Tourism is in talks with the Ministry of Home Affairs about potentially easing the conference visa application by including it in the electronic system, according to ICPB's Billa.

Based on the 2015 *ICCA Statistics Report* on the associations market,

India stood at 31st position in the global ranking, four positions up from its 2014 standing at 35th place.

Traditionally, India has been attracting association events in the fields of medicine, science, education and textile. The 18th International Congress on Oral Pathology and Medicine took place in September 2016, while the 6th World Congress on Biotechnology is scheduled to take place in New Delhi in October this year.

"Marketing with the support (of) schemes like The Market Development Assistance – where the government offers assistance towards bidding for international conferences – will yield great results."

Rajeev D Kale

President and country head, leisure travel, MICE, Thomas Cook (India)



Agra city, India



Discover the colourful home of the Taj

If you are in India, a visit to the home city of the Taj Mahal, Agra, is a must. But beyond the Taj, Agra has many more facets and colonial architectural marvels – which visitors can discover on the Agra Heritage Walk tours.

The Mughal Walk features heritage monuments and lanes where

handicraft items are made, offering visitors a opportunity to understand the traditions and culture of the region. Be treated to local folk dance and performances and even jump in and participate if you like.

The Agra Cantonment, St George's Cathedral, Havelock Memorial Church, St Mary's Church are some featured landmarks on the Colonial Walk.



Modern spin on traditional food

Saffron at Shangri-La Hotel, Bengaluru, sports a striking decor and architecture.

Its local chefs add a modern flair to authentic regional cuisine including food from Rajasthan, Punjab, Karnataka, Telangana and the coast of Goa and Kerala. Recommended eats include flying *Roomalis* and *Khargosh* (rabbit).

An extensive wine list ranging from everyday pours to cellar labels is also available here.

The ambience at Saffron is grand and elaborate, giving guests a feeling of royalty. The restaurant has a total indoor and outdoor seating capacity of 152 guests.

Contact

(91) 88925 99766

Soaring festive spirits in Gujarat

The International Kite Festival organised by the tourism department of Gujarat takes place every January in celebration of the transition from winter to summer. For farmers, this signals the coming of harvest season.

The festival also reaffirms the community spirit prevalent in Gujarat as families come together on rooftops to prepare and enjoy special foods like *undhiyo* – comprising beans, roots and seasonal vegetables.

Amid the festivities, families also partake in group kite flying and fill the sky around the city with kites.

The main ceremony is held on the Sabarmati Riverfront in Ahmedabad and attracts participants from across the world.

Fusion extravaganza

Tamasha, a newly opened lounge in New Delhi, is spread over 1,486m² with five distinct seating areas including a courtyard, ground floor, first floor, backyard and rooftop overlooking the busy streets of Connaught Place. Entering the premises, one would first be drawn to a huge truck-bar that resembles Optimus Prime from the Transformers franchise. Situated in the courtyard to the right of the truck-bar is a Shisha lounge.

The menu here features fusion dishes inspired by Indian, Middle Eastern and Continental cuisine. The Paneer 65 Bao is a must-experience dish with spicy south Indian-styled fresh cheese encased in a bun. Another treat on the menu is the spinach and mushroom dim sum. The Deconstructed Tiramisu is a heavenly dessert which anyone with a sweet tooth will enjoy.

Contact

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The Ultimate Travelling Camp (TUTC) introduces travellers to high-end camping with luxurious tents in carefully selected and exceptional locations in the mountains, deserts, jungles and unexplored countryside.

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Contact

info@tutc.com



join us



Boost your delegate numbers

A top-notch conference programme is now ready. But what good is a great show without an audience? Association executives from around the world at PCMA Meetings Forum Singapore suggest some ways to grow international attendance

1. Work with fellow chapters and affiliate organisations

Your global network of association chapters make a ready market for your conference, and being under the same umbrella makes members more receptive to your event. Don't forget to market your conference to affiliate organisations in your industry's vertical market too, as they are interested in similar issues and subjects of discussions.

2. Leverage international media as well as social media

Get to know the different trade media specialising in your industry across the world, and involve them in your publicity programme right from the start. Social media is also worth considering in your communications plan, but be sure to understand how well it is used by your audience in different markets before investing time and money in it.

3. Address/minimise travel costs for overseas delegates

Travel costs can be restrictive for some delegates, especially those from developing markets with tight spending budgets. Education grants could be provided to selected overseas

delegates who satisfy specific criteria, or a hosted programme could be developed with the help of relevant sponsors who wish to penetrate a young market.

4. Promote the destination

While the conference content is the paramount draw, delegates are human too and desire to see and experience the destination they have made time and effort to travel to. Highlighting the destination's attractions will entice delegates to consider investing in the trip for both business and leisure purposes.

5. Make content available beyond the event

Not every one will be able to travel to your conference, restricted by a variety of reasons such as tedious visa application processes, budget constraints or work/family commitments. Make your conference content available either through live streaming, or post-event as a series of downloadable podcasts. You can choose to make these options payable or free to an audited and relevant audience.

Making your conference content available to those who were unable to

be present serves also as a marketing tool, to demonstrate the quality of what you can deliver and entice them to attend the next edition.

6. Rely on the host destination's convention bureau

Most convention bureau in established destinations are able to offer delegate-boosting support to important trade events headed for their shores. They may do it through their in-market offices across the world, or as part of their destination marketing campaign. They may even link you up with the national economic or trade development agency and overseas affiliates to help get the word out.

7. Get hosted trade media to lead a group of attendees

Have your media representative bring a guaranteed number of quality attendees from their market in exchange for fully hosted status at your event.

8. Dangle speaking opportunities

Those who accept your invite to speak will share information on your event with colleagues, thereby spreading the word and attracting more attendees from their organisation.

A meeting of great minds

The annual **PCMA Meetings Forum Singapore**, hosted by the Professional Convention Management Association and the Singapore Exhibition and Convention Bureau, in July tackled hot topics in association management and provided association executives in attendance invaluable advice and insights.





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