



New Zealand ups Asian pursuit

By Xinyi Liang-Pholsena

HAVING previously targeted its attention on the leisure sector, Tourism New Zealand is rolling out dedicated efforts to woo more MICE business from South-east Asia.

Backing Tourism New Zealand's MICE ambition are vast resources. A new three-year marketing plan was unveiled in June, with a worldwide budget of NZ\$34 million (US\$28.2 million) earmarked for the next four years, representing close to an 80 per cent increase in funds from a low base, according to Mischa Mannix-Opie, regional manager South & South East Asia of Tourism New Zealand, which is participating in IT&CMA for the first time this year.

In the pipeline are stronger marketing efforts for Indonesia and India, which have been identified as emerging markets



Mannix-Opie: Asian MICE on radar

for the destination. "India will see a quadrupling of budget and increase of human resources (from two to four staff) while Indonesia – which used to be managed out of Singapore – will see a new office with three staff opening in Jakarta later this month," commented Mannix-Opie.

"We will look at conventions and incentives from Singapore, and incentives from Malaysia, Thailand and India, where we had been more reactive than proactively going out with a plan to attract business partners and develop a quality base of leads," she added.

At the same time, the NTO is keen to attract more busi-

ness events from Asia-Pacific to New Zealand; the coming months will see the addition of a new role in Singapore and two roles in China to cultivate New Zealand's visibility in the regional corporate world, with ongoing support from the regional offices.

Earlier this month, Tourism New Zealand launched a business events-specific campaign, *100% Pure New Zealand – Beyond Convention*, alongside a newly revamped website (www.businessevents.newzealand.com) to showcase the country's strengths as an incentive as well as conference destination.

Having assumed responsibility of the Conference Assistance Programme (CAP) in July 2011, which renders support to both local and international organisations bidding to host conventions in New Zealand, Tourism New Zealand

has garnered 10 bid wins worth a combined estimated value of NZ\$16 million to date.

These events include IMBER Open Science Conference in 2014, 6th Asia Pacific Occupational Therapy Congress in 2015 and FIG Working Week in 2016.

Meanwhile, New Zealand is seeing an expansion of infrastructure, with a NZ\$402 million convention centre due to debut in Auckland in 2017, while the Shed 6 waterfront area in Wellington was recently launched as a flexible conference and meeting venue.

However, Mannix-Opie admitted that flight capacity and rising CVB competition are challenges that New Zealand faces in its pursuit of Asian MICE visitors.

"New Zealand is not a hub destination like Bangkok or Singapore – we are a fly-to rather than a fly-through

destination – so we need to make sure we have enough air capacity flying to the country... More destinations, whether shorthaul or longhaul, are all actively seeking visitors from South-east Asia, so we have to up our game."

Nonetheless, with a significant boost in resources and efforts dedicated to growing the South-east Asian MICE market, Mannix-Opie is confident of New Zealand's MICE positioning.

"This year will be a benchmark," she added.

Besides IT&CMA in Bangkok and IT&CM China in Shanghai, Tourism New Zealand will also attend other key tradeshow such as CIBTM in Beijing, IMEX in Las Vegas and Frankfurt, and AIME in Melbourne.

Tourism New Zealand is also diving into South America with an inaugural office rolling out in Sao Paulo soon.

Jordan sets eye on Asia

By Lee Pei Qi

AGAINST the backdrop of ongoing political unrest in the Middle East, which has badly hit tourism in the countries within, Jordan is looking to stand out as a "100-per-cent safe destination".

Present for the first time at IT&CMA, Rasha Hamshawi, business tourism officer, Jordan Tourism Board (JTB), said: "We want people to look at just Jordan and not let what is happening in the other (Middle Eastern) countries affect their judgement. "It will be a pity if they miss out on visiting the fascinating city, which boasts the famous Dead Sea and Petra, one of the seven wonders of the world."

Hamshawi said the Hilton-managed King Hussein Bin Talal Convention Centre, which can seat 2,000 delegates, is one of the pulling factors for the MICE industry as it can host meetings on the Dead Sea with its shore location.

While Hamshawi was unable to provide figures on MICE visitor arrivals, she said it had "definitely dropped" in recent years and hence the new marketing focus on the Asia market.

According to Moawia Qtaish, product manager of Jordan-

based Bridge Travel, inbound arrivals recorded a dramatic year-on-year 80 per cent slump as a result of the political unrest in the Middle East.

Qtaish said: "We want people to know that Jordan is still friends with everybody and it is important for travellers to know that Jordan is perfectly safe.

"We decided to reach out to Asia as part of our strategy to attract new markets, and meetings and incentives are a good place to start with because we can offer exactly what Asian event planners need.

Being a compact environment, Jordan is useful for business travellers because they can work and play easily in the same compound. We have well-established five-star hotels that are situated next to unbeatable historical sights."

He said his company is targeting Singapore, Malaysia, Thailand and India in particular, as these markets are the sources of well-heeled, experienced travellers.

According to Hamshawi, although India is currently the only country in Asia with a JTB representative office, the tourism bureau intends to establish a presence in China, Taiwan and

Malaysia over the next four years.

U2 Travels & Tours Malaysia's executive director, K Jai Kishan, is no stranger to using Jordan for corporate events, having brought groups into the destination as part of an itinerary that typically covers Egypt and Syria for the past five years.

However, demand for the Middle East's Holy Land has dipped 40 per cent year-on-year.

While Jordan seeks to promote itself as a single destination, Kishan cautioned: "Travelers will still be afraid of flying to the Middle East because the whole region is considered unsafe. You cannot be sure that you will not get stuck somewhere in the region even if you are going to only Jordan."

However, Harsh Bidani, assistant vice president of Tech Mahindra in India, is unfazed by the political state of Jordan's surroundings and has expressed interest in exploring opportunities with JTB over the next few days at IT&CMA.

"We have heard a lot about Jordan but we have never been there. I am hopeful to host meetings and incentives there in future because Indians always want something new," he said.

WHAT'S HOT TODAY

Get connected with TCEB

Expect a lively buzz at Thailand Convention & Exhibition Bureau's booth this afternoon from 17.30 when the CVB kicks off its *Connecting Hour* networking event for IT&CMA 2013 buyers. Tantalising snacks and beverages will be served and buyers are invited to participate in a lucky draw.



Story has no meaning

Rohit Talwar, CEO of Fast Future Research, the UK, presented his keynote address about what lies ahead in the future of business travel. Talwar brought the delegates through a journey into the future as he highlighted emerging trends will shape corporate travel and business events. As technology forces the world to move faster, Talwar shed insight on how this in turn requires businesses to sync in tandem to meet travelers' rising expectations. He pointed out that business models for instance in terms of management have to constantly change and innovate to deal with "current fires". - Lee Pei Qi

Weak rupee hurts M'sian MICE sellers

By S Puvaneswary

MALAYSIA'S traditional peak season for Indian inbound incentives – September to mid-December – is likely to be a washout, according to Malaysian MICE specialists who have blamed the weak performance largely on the depreciating Indian rupee.

Hidden Asia Travel & Tours Malaysia's managing director, Nanda Kumar, told the *Daily*: "All three incentive groups from India that were secured earlier and slated for travel to Malaysia this quarter have postponed their trips. Comparatively, in 4Q2012, we handled eight incentive groups with 80 to 300 delegates from that market."

Arokia Das, senior manager, Luxury Tours Malaysia, said he had seen a 20 per cent year-on-year drop in incentives from India this peak season due to reduced Indian buying power and the stiff competition between inbound operators in Malaysia.

According to Das, inbound operators are resorting to selling below net rates to win business, with some surviving on shopping tours for both incentive and leisure groups.

Illustrating the severity of the situation, he said: "A three-night land package in Kuala Lumpur, inclusive of a twin-share stay in a local four-star hotel, costs about RM800 (US\$246) per night three years ago. Now it costs RM600 to RM650. With inflation, prices should go up, not down."

The Indian rupee had depreciated by 21.4 per cent, from Rs54.60 to US\$1 in January to Rs66.30 in September.

This has pushed Indian clients to scale down on hotel options and choose Kuala Lumpur as a single destination instead of twinning the city with a beach destination such as Langkawi or Penang, as they had done in the past, revealed Das.

C P Sharma, managing director at New Delhi-based Neptune Travco, concurs, saying that he had to feature only the Malaysian capital city in two meeting and incentive programmes this quarter in order to reduce costs for the client.

The company has also negotiated with hotels for better rates in order to make its proposals more competitive.

Gajesh Girdhar, CEO of Paryatan Holidays which is based in

Muzaffarnagar, India, said five incentive groups to Malaysia for 4Q2013 had chosen to postpone their trips until the rupee strengthens.

"Clients did not want to switch destinations as they were already committed to Malaysia," he said, adding that a change in destination made little impact to costs as demand for other destinations were also affected by the weak rupee.

Highlighting the rupee's severe depreciation, Girdhar said the exchange rate was Rs67 to US\$1 last month while companies had set budgets based on a more favourable rate of Rs54-Rs55 to US\$1.

Adam Kamal, managing director of Tina Travel & Agencies, based in Kuala Lumpur, has seen enquiries for this quarter but none of them has materialised.

Pointing to another cause for concern among MICE players specialising in Indian groups, Kamal said: "India's general elections will take place next year, thus companies may hold back their trips."

Kamal has declined projecting how MICE business from India would fare in 2014, as performance was dependent on the rupee's ability to gain against the green back.



Das: undercutting hurts business

HOT LEADS

UK's ISPIIM keen on Asia-Pacific for future conferences

The UK-based International Society for Professional Innovation Management (ISPIIM) is seeking public bodies, convention bureaus, academics, consultants and industrialists to develop its presence in Asia-Pacific. Having set up conference bases in Singapore and Melbourne, ISPIIM is now considering Bangkok, Kuala Lumpur, Hong Kong, Shanghai and other cities in Australia for its Asia-Pacific conferences from 2015 onwards.

Contact executive director Iain Bitran at bitran@ispim.org or (44-161) 408-4630.



A decade of success

TTG Asia Media's Darren Ng (right) launched this year's IT&CMA and CTW Asia-Pacific yesterday afternoon at a press conference, marking the two events' first decade of successful co-location in Thailand.

Ng said: "Thailand has been our significant constant for the past 11 years...and we will continue to hold the event here for as long as possible."

Describing the double bill event as "one of our best yet", he pointed out that enhancements such as the new online diary, which enables exhibitors and buyers to fix appointments beforehand, help to optimise time in the delegates' busy schedules.

Ng is joined by partners Thai Airways International's Dullayapong Sukhanusak (left) and Thailand Convention & Exhibition Bureau's Supawan Teerarat (centre).

Indians seek pastures beyond Thailand

By Xinyi Liang-Pholsena

AS the Indian MICE market becomes more sophisticated, it takes more to lure repeat incentive visitors from India to Thailand.

Udesh Kejriwal, managing director of Arika Tours & Travels, said: "Thailand is still popular among our incentive clients but it's getting boring. Our incentive business to Thailand dropped 30 per cent last year, although it might pick up next year due to its (relatively lower) pricing."

The Thai kingdom is up against competitors like Macau and Singapore, whose constant addition of new attractions have propped up MICE volumes to these destinations by around 20-30 per cent over the last two years, he added.

"Thailand is a big destination (among Indian incentives), but its appeal to repeat visitors is much lower. However, the country still sells well because of its direct connectivity to India and reasonably priced hotels," said CEO of SSR Holidays, Sapneal Rao, who urges the Thai authorities to roll out more

attractions to keep Indian incentive travellers coming.

Furthermore, these Indian incentive players are casting their sights beyond Thailand.

Rao commented: "Sri Lanka is an emerging destination for Indian MICE groups, while I'm also looking at Dubai. I'm trying to promote the Philippines as a MICE destination too, as it has good nightlife which attracts Indians, although the lack of direct flights is a challenge."

Said Kejriwal: "I'm looking at Almaty in Kazakhstan because of its nightlife, as well as Muscat in Oman, which has good hotels and desert camps. Brazil is also coming up as it prepares to host the World Cup."

For Harshil Tours & Travels, Hong Kong and Bangkok are still best sellers but it is looking to promote Sri Lanka and the Philippines more actively next year, said partner Pravin Shah.

However, several industry players beg to differ that Thailand is facing an uphill battle wooing incentive groups.

"India has a large population, and probably less than 10 per cent have travelled to Thailand.

I expect the incentive appeal will stay strong," said Cee Bee Cee Travels & Tours' director, Anil Chetwani.

"Although Indians are familiar with Bangkok, Pattaya and Phuket, there are other destinations like Krabi and Sukhothai that could be explored," Chetwani added.

Royal Cliff Hotels Group chalked up a "fantastic" rise of 52 per cent from last year in

1Q2013, according to deputy director of sales, Shreyash Shah. "Combining losses for the last two to three months due to the rupee depreciation, we're still seeing a 10 per cent year-to-date growth for Indian MICE business, and possibly an overall rise of 25 per cent by end of this year as we still have several big Indian weddings and incentives booked for the year-end."

Quick poll: Thailand still hot for repeat incentives

According to a straw poll conducted by the *Daily* with 10 buyers from Belgium, Portugal, Hong Kong, China, India, South Africa, Indonesia and South Korea, Thailand is still seen as a hot repeat destination within South-east Asia for incentive groups.

These respondents typically bring groups with 15 to 300 pax to the kingdom, often involving the same clients.

"Thailand is the hottest incentive destination for (South Koreans)," said Kiwon Oh, assistant manager for MICE planning at Seoul-based Red Cap. "It has beautiful nature and great entertainment, which is what our clients want."

Respondents say Bangkok, Phuket and Pattaya are most popular, although some buyers are now looking at Chiang Mai, Hua Hin and Koh Samui, with key attractions being shopping, cultural tours and sightseeing.

Improved air access, such as direct flights from Changsha in southern China and Emirates' Lisbon-Dubai-Bangkok connection launched in July last year, were cited as factors that continued to strengthen the country's allure. – Greg Lowe

TTG Publishing **Travel Trade**
TTG Travel Trade Publishing is a business group of TTG Asia Media

EDITORIAL

Karen Yue Group Editor
Gracia Chiang Deputy Group Editor
Hannah Koh Assistant Editor, TTG Asia Online
Lee Pei Qi Assistant Editor
Xinyi Liang-Pholsena Assistant Editor, Thailand
Kathy Neo Copy Editor
S Puvaneswary Editor, Malaysia/Brunei
Mimi Hudoyo Editor, Indonesia
Patrick Tan Photographer
Redmond Sia, Goh Meng Yong Creative Designers
Lina Tan Editorial Assistant

CONTRIBUTORS

Prudence Lui, Greg Lowe, Rosa Ocampo

SALES & MARKETING

Michael Chow Group Publisher
Stephanie Lim Associate Publisher
Marisa Chen, Shirley Tan Senior Business Managers
Karen Cheung Business Manager
Cheryl Lim Advertisement Administration Manager
Cheryl Tan Corporate Marketing Manager
Stephanie Toh Marketing Executive

PUBLISHING SERVICES

Tony Yeo Division Manager
Nancy Lee Desktop Publishing Executive
Carol Wong Circulation Executive

TTG ASIA MEDIA

Darren Ng Managing Director
Raini Hamdi Senior Editor

Incentive interest in Myanmar spikes

By Greg Lowe

INCENTIVE buyers are becoming more interested in taking groups to Myanmar, especially with clients who want new experiences in the region, but issues such as access, visas and hotel capacity remain significant barriers for some.

Overcoming these challenges will be key if the country is serious about attracting new source markets and operators, according to trade specialists.



Moris: leisure and incentive groups compete for beds

Joost de Meyer, CEO of US-based First Incentive Travel, told the *Daily*: "I definitely want to organise an incentive to Myanmar – not next year, but certainly in the next few years. There is a lot of buzz about

this country in the US because it is not as overrun (by tourists) as other destinations in that (region)."

Beyond easing the burden of travel for visitors, the government should also organise familiarisation trips and join associations such as SITE and MPI, he said.

The previously closeted South-east Asian nation has opened up significantly in the past two years. Arrivals surged from around 800,000 in 2011 to more than one million last year, with the figure set to rise by 50 per cent by year-end.

This boom in arrivals was in part helped by improved air access, said Mark De Belie, owner of Act-Wise in Belgium, who took his first two incentive groups to Myanmar last year.

"Previously we had to go through three flights from Belgium to reach Myanmar, but today we can reach Myanmar with two flights," he said. "However, the destination is still going through transformation so it may not be ready for large groups. If we need 2,000 rooms, Myanmar does not have enough capacity."

Hotels are also struggling to cope with the influx of tourists, making the arrangement of incentives more difficult than in the past, said Eric Moris, managing direc-

tor of Belgium-based Business Pass, who has been taking groups to the country for nine years.

"It's becoming more difficult," he said. "The country is more open but...things

are developing (and) hotels are not following (the positive growth trend); they are not delivering."

Meanwhile, Ashwani Gupta, managing partner of Dove Travels in India, said

Myanmar will not attract Indian incentive groups until it simplifies the visa application process and does more to actively promote the destination within the trade.

– Additional reporting by Lee Pei Qi



CRYSTAL CLUB

VISIT US AT BOOTH E6

We see you've discovered our Crystal Club. Now you can take care of business while we take care of you.

Experience the exclusive privilege and pampering at all Crystal Clubs when you stay with the Park Hotel Group. Before you know it, you've discovered love.



IN BRIEF

Water conservation efforts pay off for venue

The Kuala Lumpur Convention Centre recently celebrated the World Tourism Day in late September with a continued show of dedication in water conservation. Supporting the event's theme, *Tourism and Water: Protecting Our Common Future*, the venue underlined its ongoing efforts in the area such as equipping the facility with automatically activated, aerated faucets and low-flow flush toilets, and providing clients with water conservation options.

According to Chen Soo Yoong, Kuala Lumpur Convention Centre's director of facilities, these efforts have helped the centre to cut water consumption by almost 30 per cent over the last three years, between January and August.

Dusit launches fifth Middle Eastern hotel

Dusit Thani Abu Dhabi has opened in the capital city of the UAE. It offers 402 guest rooms, 131 deluxe serviced apartments, five dining outlets and a spacious Conference Centre that can host events with up to 2,000 guests. The hotel is conveniently located some 20 minutes from the airport and 10 minutes from the Abu Dhabi National Exhibitions Centre.

f | parkhotelgroup

parkhotelgroup.com

SINGAPORE : Grand Park Orchard • Grand Park City Hall
Park Hotel Clarke Quay • Park Hotel Alexandra (2015)
Park Hotel Farrer Park (2015)

CHINA : Grand Park Kunming • Grand Park Wuxi • Grand Park Xian
HONG KONG : Park Hotel Hong Kong JAPAN : Grand Park Otaru

Discover Love



PARK HOTEL GROUP

Bustling marketplace

Exhibitors, buyers and corporate travel managers network to exchange industry updates. By **Patrick Tan**



From the Philippines: Grand Holidays' Queenie Panares-Borromeo, FCM Travel Solutions' Patricia Escobal, Rajah Travel Corporation's Maria Angela Javier, Emerson Network Power's Angeline Cataluña, Travel Warehouse's Jaison Yang, Corporate International Travel & Tours' Sylvia Tupasi-Gomez and The Baron Travel Corporation's Joy Abrogar



Pen Petroleum Malaysia's Jeannie Ng, Paryatan Holidays India's Gajesh Girdhar, Continental Automotive Holding China's Angela Lim and Continental Automotive Components Malaysia's Koh Siok Mei



The Grand Ho Tram Strip Vietnam's Tuan Nguyen, Pegasus Travel Management Singapore's Liew Yeong Jiun and The Grand Ho Tram Strip Vietnam's Peter Nguyen



Marco Polo Hotels Singapore's Roy Yan and Lex Travel Singapore's Min Liu



Wyndham Hotel Group Singapore's Sharon Woo, World Federation of Tourist Guide Associations US' Esther Banike and Wyndham Hotel Group Hong Kong's Barbara Chang



BC Travel and Tours Corp Philippines' Rowena Balmes-Catalan, USA Worldwide Meeting's Abe Korn and Amkor Travel & Tours Philippines' Marianne Malinao-Tismo



Integrated Micro-Electronics Philippines' Eleanor Misa, US Travel Korea's Woongjak Kim and Virgovirgin Thailand's Yupha Moonsarn



Diesenhuis Israel's Doron Sternberg, Computer Sciences Corporation India's Neal Rogers and Aricent Group India's Kala Rayaprolu



Amari Watgate Bangkok's David Barrett, Making Teams Thailand's Rolf Graf, Sukosol Hotels Thailand's Songsri Toperngpong and Pathumwan Princess Hotel Thailand's Darunee Narkprasert



Wyndham Grand Plaza Royale Hangzhou's Chris Dexter, Tourcan Vacations Canada's Vivek Khanna and Melia Hotels Indonesia's Ferry Firmansyah



Turning the Tables

For a true sense of occasion, host your next exclusive event at Tables, the traditional European restaurant at Grand Hyatt Erawan Bangkok. With two exquisite private rooms and tableside cooking providing live culinary theatre, your next gathering is sure to be an event to remember.

For event enquiries, call +66 2254 1234 or email events.bangh@hyatt.com.



T A B L E S

GRAND HYATT ERAWAN BANGKOK

+66 2254 1234

BANGKOK.GRAND.HYATT.COM

Asian markets roar ahead

Despite recent event bid losses, Thailand's MICE sector soars on rising regional arrivals. By **Greg Lowe**

Thailand's MICE industry posted solid growth in the first three quarters of the financial year, rising 12 per cent on the back of strong Asian arrivals and a recovery in Europe and the US, based on figures from Thailand Conventions and Exhibition Bureau (TCEB).

Having attracted 747,072 foreign MICE visitors to Thailand from October 2012 to June 2013 to generate a revenue of 64.3 billion baht (US\$2 billion), this positive performance left TCEB confident of reaching its target of 940,000 delegates and revenue of 88 billion baht this financial year.

International conventions were the key contributor during the period, accounting for 223,463 delegates, or 29.9 per cent of all MICE travellers, and revenue of 22.1 billion baht. Incentives drew 196,088 travellers (26.3 per cent), generating 12.5 billion baht, followed by meetings (174,701 delegates, 18.2 billion baht) and international exhibitions (152,820 delegates, 11.5 billion baht).

Asia was the key feeder market, accounting for 72.7 per cent of MICE travellers (543,016 delegates) and 46.8 billion baht in revenue. Europe sent 83,772 delegates to Thailand during the first-half to generate 7.2 billion baht, followed by the US with 43,165 MICE travellers to post a revenue of 3.7 billion baht.

While the Thai MICE industry performed well this year, it suffered a blow in June when the Paris-based Bureau of International Expositions rejected



The Grand Postal Building is one of the newest event facilities to open in Bangkok this year

72.7

The percentage of MICE travellers to Thailand from Asia, which numbered 543,016, during the first three quarters of 2013.

Thailand's bid to hold the 2020 World Expo in Ayutthaya citing a lack of government support for the project.

Senior industry figures blamed political wrangling for the failure – the process was initiated under the previous Democrat-led government but received lukewarm reception under the current Pheu Thai administration – which tarnished the country's image as a major international event destination, although the industry was unlikely to suffer financially from losing the bid.

Thailand met another setback the same month when local protests scuppered plans to host the F1 night race in Bangkok's historic centre from 2014.

On the upside, there were a number of infrastructure developments across the coun-

try. The long-awaited Chiang Mai International Convention and Exhibition Centre held its inaugural event in May with the 2nd Asia-Pacific Water Summit. The venue is currently holding smaller events and seminars but it will likely take another six months until the ICT systems and additional facilities needed for large-scale conventions and exhibitions to come online.

Following a 40 million baht renovation, Bangna Convention Centre reopened in Bangkok in July under Oakwood's management, featuring the 1,000-pax pillarless Ratchaphruek Ballroom as its main event venue.

August saw IMPACT Exhibition Management's launch of

the 80-year-old Grand Postal Building in the heart of the capital to offer a historic venue with 3,000m² of event space with a capacity of close to 600 pax.

Having seen an upswing in quoting activities from clients, local MICE specialists have predicted a strong close to business this year, but a consistent downward pressure on costs continues to pose challenges to the industry.

Furthermore, one commonly reported downside of growing business from Asia is regional clients' penchant for increasingly short lead times for event and incentive bookings – typically as short as anything from two to six weeks.

NEED TO KNOW

Fielding meetings and incentives at Thanyapura

Sports-minded meeting and incentive groups should head to Thanyapura Phuket, which claimed to have launched Asia's first sports hotel earlier this year. Thanyapura Sports & Leisure Club (TSLC) boasts five academies – football, aquatics, tennis, rugby and triathlon – and a host of international and Olympic standard facilities.

TSLC also has a number of events facilities, including a 150-pax conference hall, in addition to the 77-room Thanyapura Sports Hotel, the 38-room Thanyapura Retreat Hotel and the adjacent Integrative Health Centre and Mind Centre.

Visit www.thanyapura.com for more information.



SENTIDO Hotels & Resorts lands in Khao Lak

SENTIDO Hotels & Resorts made its debut in Thailand with the soft opening of SENTIDO Graceland Khao Lak Resort & Spa in June this year. The property features 338 rooms, including 48 suites and 22 villas, ranging from 45m² to 530m². There are plenty of activities to entertain clients, from Muay Thai and mountain biking to Thai cooking classes, as well as four bowling lanes and two swimming pools. The resort also has 12 meeting and event facilities, the largest of which is a 855m² venue with capacity for 1,200 pax.

For more information, visit www.sentidohotels.com.

Raise a glass to good views and wine in Hua Hin

Oenophiles, food lovers and travellers seeking tranquil surroundings will be enthralled by Hua Hin Hills Vineyard, located a 30-minute drive from the popular resort town of Hua Hin along the Gulf of Thailand. Built in an old elephant kraal, the location's microclimate and elevation enable the effective cultivation of quality wine grapes.

While the Monsoon Valley label continues to build its name on the international stage, the biggest draw is the Sala Wine Bar & Bistro, a contemporary-designed restaurant which affords sweeping views of the surrounding hills. The venue also hosts regular gourmet events and is experienced at handling incentive groups.

More information at www.huahinhills.com.

Meetings with diplomacy

Operated by ONYX Hospitality Group, the 145-key Oriental Residences Bangkok is situated on Wireless Road in the city's embassy district. The property's four function rooms – the divisible 145m² West Wing, the 39m² Boardroom, the 16m² Green Room and the 173m² Play Room – can accommodate groups from six to 120 delegates. All spaces are designed to maximise the use of natural light, and many provide garden views of the adjacent US and Dutch embassies. Also available are two elegant restaurants, Café Claire and Mandopop.

More details of the venues at www.oriental-residence.com.



CHECK IN...

FOR THE BEST EVENTS SPACE IN THAILAND



CENTARA APP
NOW AVAILABLE



We are the largest operator of dedicated meetings and events space in Thailand.

Three separate convention centres in Bangkok, including **Centara Grand & Bangkok Convention Centre at CentralWorld**, in the heart of the city. Two of the biggest convention centres in the northeast, at Udon Thani and Khon Kaen. Together with extensive and flexible space integral to the best hotels and resorts at all the key destinations in the Kingdom.

City, beach or island, for your meetings, seminars, product launches, receptions, exhibitions and multi-media presentations.



An evolution for success

Singapore enjoys healthy MICE demand, rolls out new hardware to stay in top form. By **Lee Pei Qi**



Singapore's status as a commercial gateway has earned it a busy MICE calendar

Singapore has held on tight to its position on ICCA's annual ranking of the world's top 10 convention cities for the past 11 years. In 2012, the wealthy city-state hosted a record 150 ICCA-qualified events, a 5.6 per cent increase from 2011's count.

Latest data from the Singapore Tourism Board (STB) revealed 2.5 million business and MICE arrivals during the first three quarters of 2012, a six per cent year-on-year growth. These

travellers contributed approximately S\$4.3 billion (US\$3.5 billion) to the country's tourism revenue, up seven per cent over last year.

This year continues to be a busy one for Singapore's MICE sector. It welcomed a number of major conventions that are first in Asia or Singapore, such as the IFLA World Library and Information Congress 2013 in August and World Engineer's Summit 2013 in September. Come September next year, Singapore will play host to Interspeech 2014.

Neeta Lachmandas, assistant chief executive of STB, said: "Competition in the global meetings arena has never been keener, and Singapore is up against many worthy cities going for the MICE business.

"We believe that we are moving in the right direction by providing original content and platforms for networking and exchange opportunities."

Janet Tan-Collis, managing director of East West Planners Singapore, and president of SACEOS, a body that represents

the Singapore MICE industry, expects MICE arrivals to Singapore to see continued growth on the back of the country's status as a "well-established commercial gateway, regional trading hub and financial centre".

Tan-Collis noted that SACEOS members had been reporting a seven to eight per cent year-on-year increase in the expenditure of MICE delegates.

business city but these new attractions add to its incentive appeal as a place for nature and wildlife."

Pacific World's regional director, Singapore and Malaysia, Selina Grocott, is especially impressed with the selling power of Resorts World Sentosa. She said: "It is popular for its all-in-one location (which offers) meeting (venues), luxurious accommodation, great shopping, wide dining options and leisure facilities such as theme parks and museums."

Singapore's infrastructure will continue to evolve to the benefit of the business event sector. The Singapore Sports Hub, which will open in April 2014, and the National Art Gallery, which will be ready in 2015, will further expand the country's inventory of unique event venues.

The Singapore Sports Hub, in particular, will offer 62 executive suites, dubbed the National Stadium Club, which come with exclusive VIP privileges and private facilities. Priced between S\$72,000 (US\$58,616) and S\$272,000 annually, these spaces can be used for private gatherings of eight to 30 people. Other facilities available to event planners include function rooms, dining rooms and lecture theatres.

Lachmandas said: "Delegates are becoming more sophisticated and the Singapore MICE industry needs to progress to a higher level to deliver more value to our international partners." ■

2.5

The number, in millions, of business and MICE arrivals to Singapore in the first three quarters of 2012

Other DMCs opined that the recent tourism developments in Singapore had compelled even more business event buyers to pick the destination over others in the region.

New attractions such as Marine Life Park at Resorts World Sentosa, Gardens by the Bay and River Safari have also enhanced Singapore's appeal as an incentive destination.

Yvonne Low, executive director of The Traveller DMC, said: "Singapore is often highly regarded as a sophisticated

NEED TO KNOW

A brand new space

Parkroyal on Beach Road has opened a new stand-alone event facility that is connected to the hotel via a skywalk. Set over 576m², The Ballrooms comprises a spacious reception area, two pillarless ballrooms – the Grand Ballroom and the Sky Ballroom – and a private boardroom. Both ballrooms can be divided into six smaller rooms. Altogether, the spaces can accommodate events with up to 860 guests.

Visit www.parkroyalhotels.com/BeachRoad for details.



Parisan art comes to Fort Canning

The famous Pinacothèque de Paris museum will open a branch at the Fort Canning Park in 2015, its first location outside Europe. Event planners can rent this venue, which occupies 5,500m² of space, to host delegates and bring them closer to Picasso.

To catch a glimpse of the museum, head to the temporary pop-up exhibition at Fort Canning Centre which opens from September to November. The showcase features about 20 masterpieces, including works by Botticelli, Rembrandt and Picasso on loan from private collectors around the world.

Visit www.nparks.gov.sg for more details.

Unravel old secrets

Secrets of the mysterious Egyptian burial practices and mummification process will be revealed for the first time in South-east Asia through *Mummy: Secrets of the Tomb*, an exhibition made possible through a collaboration between The British Museum and Singapore's ArtScience Museum. More than 100 artefacts, including six exceptionally preserved mummies, are on show. The exhibition ends its run on November 4. Visit www.marinabaysands.com.



Marina Bay Sands Singapore

Swim with the sharks

The new Shark Encounter offered at Resorts World Sentosa's Marine Life Park will grant incentive winners the rights to brag about having swum with sharks. Visitors will descend into a cylindrical enclosure in the water and take in a 360-degree view of over 200 sharks swimming just beyond the protective clear walls.

This 30-minute experience takes place thrice daily, with a maximum of two participants at any one time. Visit www.rwsentosa.com for information.



Resort World Sentosa

The Leading International MICE Event in China

中国首屈一指的专业会议、奖励旅游、会议和展览的商业和交流平台

No Other MICE Event In China Yields Results Like We Do

中国MICE行业盛事，成果卓越，无与伦比

超过85%的展商预期获得订单

85% of Exhibitors Expect Orders

6 To 12 Months After IT&CM China 2013

在IT&CM China 2013落幕后的6-12个月内完成

特定展商预期订单标的能够达到

Order Volumes of

Above USD 1 Million 100万美金以上

Expected For Selected Exhibitors

超过90%的买家

Over 90% of Buyers Gave Top Scores For

Quality of Exhibitors 非常满意展商质量

超过86%的买家

Over 86% of Buyers Gave Top Scores For

Quality of Business Appointments

非常满意约谈质量

超过80%的买家认为

Over 80% of Buyers Say That

IT&CM China Surpasses Similar Events

IT&CM China不可错过

In Terms of Quality of Exhibitors, Quality of Business Matching, Potential Business Generated, Networking Opportunities and Being A Must-Attend Event

在展商质量、商务约谈、潜在合作机遇及社交机会等方面优于其他同类活动

“IT&CM China has been able to raise the bar each year, bringing the **right participants and buyers** to the show and providing good opportunities for all attendees.”

Cinn Tan | Jin Jiang International Hotel Management Co Ltd, China

“总体而言，IT&CM China 2013是非常成功的。展会期间，我们与许多外国展商交流，他们给了我们很多关于展会积极的反馈。现场约谈也非常成功，真的很期待明年再来。”

Liu Jun | Meetings China, 中国

“IT&CM China improves greatly each year and provides a **good mix of exhibitors and quality appointments.**

I look forward to 2014!”

Anthony Jepsen | Conference Venues and Booking Services, Australia



IT&CM events
Leading MICE Events In
Asia-Pacific, China and India

Exhibitors 展商 | Buyers 买家 | Media 媒体

Scan this QR Code 扫描此二维码

To Learn More About Participating 获取招待计划的更多信息

Hosting Programme For Buyers and Media Available.
为买家和媒体特设的招待计划现在开始申请。

For International Delegates 国际展商

Email: itcmchina@ttgasia.com

Tel: (65) 6395 7575

For Chinese Delegates 国内展商

Email: itcmchina@citsmice.com.cn

Tel: (86-21) 3304 9999

TTG Events

CITS 中国国旅

MP international

Supported By:

上海市旅游局
Shanghai Municipal Tourism Administration

SCEIA

AmSAE

csae | scda
CANADIAN SOCIETY OF ASSOCIATED EXECUTIVES
SOCIÉTÉ CANADIENNE DES EXÉCUTIFS D'ASSOCIATION

Industry Partner:

mci

Official Media:

TTG BT mice

TTG mice

TTG 旅业报

GBA

IAPCO

ICCA

OT&AI

PATA

Site | China

TTG

TTG

LUXURY

Media Affiliates:

EXECUTIVE PA

ITCM

Tourism News

m&e expos

MICE

MICE asia

MICE Poland

MICE

MICE talk

SHANGHAI
BUSINESS EVENTS WEEK

IT&CM China 2014 is proud to be part of the Shanghai Business Events Week.

Where The MICE Industry Comes Together In Shanghai.
An Exciting Week of Business, Education And Networking Events.

Playing up new attractions

As MICE arrivals slip this year, HKTB attempts to keep buyers keen with new products. By **Prudence Lui**

Global economic uncertainties have dented Hong Kong's MICE performance this year



Hong Kong Tourism Board

Latest data from Hong Kong Tourism Board (HKTB) has painted a less vibrant picture of Hong Kong's MICE sector. Overnight arrivals in 1H2013 have fallen 4.7 per cent to 725,298. Arrivals from all major source markets have slipped, with Australia, New Zealand and South Pacific registering a 0.9 per cent decline in arrivals and Macau seeing a 29.6 per cent fall.

"It could be due to global economic uncertainties, organisers becoming more prudent in budgeting and planning, and a relatively smaller group size," said a spokesperson with Kowloon Shangri-La, who added that uncertainties in the current volatile market had forced some event organisers to plan at the last minute.

Island Shangri-La, which saw a slight decline in the Chinese

MICE market, began to exploring new and emerging sources. South Korea, in particular, has shown significant growth this year.

According to DMC The Destination Management Company, conference and incentive travel manager, Adrienne Lynch, some of the markets that used to be considered "traditional" have seen slight dips. She explained: "That's largely because we're seeing the difficult economic outlook in Europe and, to a lesser extent, North America play out. We've also seen strong interest from new source markets and are building up our offerings to them."

"There's been a gradual fine-tuning of services and infrastructure that is going to be massively important in raising standards even higher in the future. Everyone I have spoken to appreciates that Meeting and

315,665

The number of MICE visitors from China who came to Hong Kong during the first six months of 2013. This market continues to dominate Hong Kong's overnight MICE arrivals, accounting for 43.5 per cent of the total

Exhibition Hong Kong (MEHK) works tirelessly to market Hong Kong as a MICE destination.

"In terms of infrastructure, we specialise in high-end groups and I would love to see more

venues for larger groups that reflect the city's stylish element."

To maintain MICE buyers' interest in Hong Kong, MEHK will be introducing lesser known attractions and activities, such as art and culture, and will continue to enhance the city's cosmopolitan image.

HKTB general manager of MICE and Cruise, Kenneth Wong, said MICE groups that journeyed to Hong Kong often sought diverse options to experience the destination and pointed out that Hong Kong could satiate that desire through its various tourism appeals such as a unique East-meet-West culture, varied culinary delights and accessible green enclaves.

"Moreover, more MICE planners are starting to include teambuilding programmes in their itinerary. As such, HKTB is promoting Hong Kong's strengths in (such activities),"

added Wong.

Hong Kong's dearth of fresh venues suitable for corporate events, especially those with a large number of participants, has been a bugbear for many DMCs.

MV Destination's general manager, Clemson Lo, who has difficulty finding a cocktail venue for 2,000 people next year, said: "We still face the problem of (getting the right) venue."

Some relief for Hong Kong's venue hitch is being administered. The destination recently saw the opening of Pentahotel Hong Kong and Auberge Discovery Bay, both of which offer a range of event venues. Pentahotel Hong Kong has five studio rooms, while Auberge Discovery Bay is equipped with a ballroom and seven multifunction rooms.

The New Kai Tak Cruise Terminal's waiting halls are also offered for event rental. ■

NEED TO KNOW



Largest Pentahotel debuts

The 695-room Pentahotel Hong Kong, Kowloon opened in August this year in San Po Kong, close to Kai Tak area in Kowloon East. It is the largest Pentahotel property and features New York loft-style guestrooms, an outdoor swimming pool, gym and its signature Pentalounge on the ground floor. The latter is an all-in-one venue comprising the lobby, reception area, bar and a 230-seat cafe. Contact (852) 3112-8222 for details.



Eat for fun

The Sham Shui Po Food Tour is a 3.5-hour walking tour operated by Hong Kong Foodie that takes participants into Sham Shui Po, one of Kowloon's oldest neighbourhoods and a bustling area that is known among the locals as a foodie's paradise.

Participants will visit six eateries including a traditional pudding store, a soy specialty shop, a Chiuchow restaurant, a cookie store and a handmade noodle shop.

Departing every Tuesday and Friday, tours are limited to a maximum of eight pax.

Call (852) 2850-5006 or visit www.hongkongfoodietours.com.



Italian delights

Opened in March, Il Milione Bar & Ristorante Italiano on the ground floor of Hutchison House is helmed by Michelin-starred Umbrian chef Marco Gubbiotti. Star mixologist Giancarlo Mancino brings exciting concoctions and vintage cocktails to the Italian fine-dining restaurant.

The restaurant promotes slow food movement, with natural ingredients sourced from small producers in Italy.

Contact (852) 2481-1120 or info@il-milione.com for details.

A silent cabaret

Dialogue in Silence HK has launched *Silence Le Cabaret*, a three-hour show and dinner programme that encourages participants to experience ways of effective communication in a silent world. Participants are encouraged to dress to the theme of the show. *Silence Le Cabaret* currently adopt a Noir Rose theme that is built around the flamboyant 60's. It runs once to twice each month and can take up to 40 persons.

Contact (852) 3996-1923 or inquiry@silence-le-cabaret.com.



New stay in Wanchai

Formerly the Wesley Hotel, the 251-room OZO Wesley Hong Kong debuted in July this year with a new look. The hotel features facilities such as two meeting rooms, a fitness room, a Chinese restaurant as well as a grab-and-go outlet offering take-away sandwiches, salads and snacks in the lobby. Located on Hennessy Road, the property is a five-minute stroll from Admiralty MTR station and next to the tram line.

Contact (852) 2292-3000 or visit www.ozohotels.com for details.

Strong signs of revival

Heftier subventions are offered as Japan seeks greater MICE fortunes from across Asia. By **Hannah Koh**

Two years have passed since Japan's Great Tohoku Earthquake in 2011, an event that sent hotel occupancies and arrivals tumbling.

Fortunes have turned however, and Japan's MICE sector is showing strong signs of revival, thanks to a falling yen and dwindling safety fears.

Japan muscled up from the 13th to eighth spot for global association meeting destinations in 2012, according to ICCA's latest ranking. More significantly, its 341 qualifying meetings earned it the top spot for association meetings in Asia.

Confidence in Japan's MICE sector has steadily picked up. Kazuko Toda, director, business events team, Tokyo Convention & Visitors Bureau (TCVB), said: "We have the most international bids (now) in the last 10 years. What's more, we have hosted many incentive groups in Tokyo, such as one from an Indonesian company (3,200 pax), one from a life insurance company from Singapore (500 pax) and one from Taiwan (2,000 pax)."

Kana Nomoto, chief coordinator, convention sales department, Yokohama Convention & Visitors Bureau (YCVB), said Yokohama had recently held the 5th Tokyo International Conference on African Development (TICAD V), attracting 5,000 delegates.

"In comparison to 2012, the total number of international meetings is expected to rise... the hosting of TICAD V brought



many related meetings and events to Yokohama, which not only involved the city government, but had benefits to the local industries seeking business relations with African nations as well as citizens who had the opportunity to learn about African culture."

She noted that Yokohama's main target and strength remained in conventions as the city was home to Japan's largest convention centre, the 20,000m²

PACIFICO Yokohama.

At the same time, Kenji Goto, managing director of Hotel Okura-JAL Hotels, recorded 380 MICE bookings last year for the group's Tokyo properties, a 30 per cent increase over 2011.

"We expect five to 10 per cent more bookings in 2013," he shared.

Despite the strong standing of Japan on ICCA charts, Japanese cities were unable to break into the top 20, with Tokyo and Kyoto coming in 31st and 36th respectively.

Explaining the conspicuous absence of Japanese cities among the top spots, Nomoto said: "One, Japan has a big domestic meetings market with strong Japanese hosts, and so many of the meetings held in Japan are domestic but with a large number of international delegates. Since the meeting itself does not rotate among three countries, they are not counted in the ICCA rankings.

"Two, Japan, although a small country, has many cities capable of holding international meetings, and they all aim for the small pie. The number of meetings held in Japan is shared among the cities in Japan," she added.

The needs disparity between foreign planners and local providers, whether in terms of infrastructure or culture, has also been a stumbling block in bringing in more international events, TCVB's Toda pointed out.

She explained: "Although we receive requests for holding events at temples and museums from foreign MICE planners, we have not been successful so far because of regulations and other reasons. Our variety is not (wide) enough yet to meet the needs of foreign MICE planners."

Japan's reliance on domestic business has ironically forced the country to turn to foreign MICE in recent years as its population dwindles, according to industry experts. Both Tokyo and Yokohama CVBs also revealed that they were targeting the entire Asian market for MICE.

Having identified MICE as one of the six pillars of its Tokyo Tourism Plan for 2013-2017 strategy, the Tokyo Metropolitan Government has doubled its subvention amount from 10 million yen (US\$100,000) to 20 million yen per meeting.

In May this year, Yokohama rebranded itself as *Japan's First Port of Call* to highlight its proximity to research institutes and official designation as the centre for life innovation research, and reflect the MICE bureau's one-stop support capability.

Shared Nomoto: "We are currently working on the renewal of our website with the new branding, which will be released in September. Also, we are currently proceeding with a new promotional DVD which will be a clear way to communicate our message to meeting planners." ■

341

The number of ICCA-qualified meetings held in Japan last year, making it Asia's top spot for association meetings

NEED TO KNOW



A twist to traditions

Billed as "traditional Japanese drag queen entertainment", Roppongi Kaguwa serves up dinner and samurai and cross-dressing geisha entertainment during its two evening shows every weekday. On weekends, the 186-seater theatre recreates the red light districts of Yoshiwara in 17th century Japan and the lives of the courtesans who inhabited the city. English narration is available only on weekends. Visit www.kaguwa.com for details.

More space in the city

JP Tower opened in March on the site of the former Tokyo Central Post Office building, adding more than 1,400m² of event space onto the city's MICE scene. On the fourth and fifth floors, planners will find a 600m² main hall with capacity for up to 702 pax theatre-style, as well as several conference and meeting rooms. Email jptower-hall@congre.co.jp for information.

Toranomon Hills beckons event planners

Located in a special zone earmarked by the Tokyo government, the 52-storey Toranomon Hills is a mixed-use development building that will comprise offices, retail outlets and residences when completed in spring 2014. The project will also boast 2,200m² of rentable conference and exhibitions space on the fourth and fifth floors, the largest in the Shimabashi/Toranomon area, including three distinct halls varying between 380m² and 755m² and which can be divided into rooms of various sizes.

Scheduled to open in summer 2014, the 164-room Andaz Tokyo hotel will occupy the 47th to 52nd floors of Toranomon Hills. Equipped with a rooftop open-air bar, a fitness centre, a spa, an infinity pool and views of the Tokyo skyline, the hotel will also offer flexible event and meeting space with terrace seating at Andaz Studio on the 52nd floor.



A new online frontier

The Japan National Tourism Organization launched Japan Meetings & Incentives (www.japanmeetings.org) in April, a site dedicated to bringing foreign MICE business into Japan. While the site does not offer any booking facilities, it gives planners a peek of the exclusive venues, incentive ideas and suppliers across the destination.

Also giving a boost to the MICE market is the Chiba Convention Bureau and International Center, which in May unveiled a new Chinese-language website (www.ccb.or.jp/cn), offering information on accommodation and MICE facilities in Chiba Prefecture and direct flight timings from major Chinese cities to Narita airport.

All smiles at Disneyland

To mark its 30th anniversary, Tokyo Disney Resort is celebrating The Happiness Year through March 20, 2014. Visitors can enjoy a new daytime parade featuring 13 floats, a special fireworks display and the recently reopened 3D attraction, *Star Tours: The Adventure Continues*. The latter will entertain even those who have not watched the movie franchise.



New acts, hot acts

Compiled by Xinyi Liang-Pholsena,
Lee Pei Qi and S Puvaneswary**Name of act** The Beatels**Date of launch** 1996**Origin** Australia**How it entertains** The Beatels performs music by The Beatles in a two-set show, a Black & White set (1962-1965) and a Psychedelic set (1966-1970). Its performers wear a variety of costumes and play instruments that reflect the era in which the songs were recorded.**Types of event it is good for** Corporate and dinner events**Cost** Around S\$30,000 (US\$23,630)**Contact**

Tel: (65) 6384-3181

Email: alvin@encoreshow.com

Website: www.beatels.com

Name of act Luminance by JimmyJuggler**Date of launch** 1999**Origin** Singapore**How it entertains** The show is an engaging blend of colourful juggling, amazing stunts and comedy which engages the audience from beginning to end. The finale features fire juggling.**Types of event it is good for** Corporate events, dinner events, launch events and family-friendly events**Cost** Upon enquiry**Contact**

Tel: (65) 9730-8342

Email: contact@jimmyjuggler.com

Website: www.jimmyjuggler.com

Name of act The Shanghai Swingers**Date of launch** 2010**Origin** Singapore**How it entertains** The Shanghai Swingers, an old-school Oriental jazz band, plays the music of old Shanghai. Reflecting the Western-influenced days of glamorous cheongsams and rustic splendour, this East-meets-West concept captivates audiences with its authentic depiction of the time.**Types of event it is good for** Corporate and Shanghai- or oriental-themed events**Cost** From S\$1,600 for two sets of 45-minute acts**Contact**

Tel: (65) 6735-3269

Website: www.shanghaiswingers.info

Name of act: Urban Drum Crew**Date of launch** July 2005**Origin** Singapore**How it entertains** This arts and drum performance group is touted as the "definite showstopper whenever and wherever they perform". They are able to rouse the crowd by playing many rhythmic instruments and music with a creative blend of innovative ideas.**Types of event it is good for** Large outdoor events**Cost** S\$3,400 & up**Contact**

Tel: (65) 9199-7740

Email: boon@urbanlegend.com.sg

Name of act The Main Wayang Singers**Date of launch** 2009**Origin** Singapore**How it entertains** These five colourful performers will provide a Peranakan culture introduction with a Singapore representation, while delivering vocal harmonies of folk songs, original Baba Nyonya songs, golden oldies and latest pop songs – all with a Peranakan touch.**Types of event it is good for** Corporate dinners and events, weddings and anniversaries, birthday parties and cultural events**Cost** S\$3,200 for two sets of 30 minutes**Contact**

Email: peranakan@mainwayang.com

Name of act HypnoTWIST**Origin** Australia**How it entertains** HypnoTWIST fuses elements of

hypnotism with surprise entertainment 'hoaxing', resulting in an interactive surprise. The European hypnotist selects three volunteers from among your guests; excitement builds as the volunteers perform increasingly amazing feats under hypnosis which then continues to escalate to a finale of hilarious show-stopping hits. Only at the end do the actors reveal their identities.

Contact

info@thethreewaiters.com

www.thethreewaiters.com.au

Name of act Celebrity impersonation**Origin** Malaysia**How it entertains** To impersonate legends such as Elvis Presley, Michael Jackson and Mr Bean in dancing, acting and singing.**Types of event it is good for** Dinner parties**Cost** RM5,000 (US\$1,528) and above**Contact**

Above Creative Events Malaysia

Email: mickyng@creativemalaysia.com

Website: www.creativemalaysia.com



Mirror Fantasy

Name of act Modern dance performance**Origin** Malaysia**How it entertains** To perform a dance routine with a special theme to suit clients' needs**Types of event it is good for** Product launches, corporate dinners and exhibitions**Cost** From RM4,000 to RM12,000**Contact**

Above Creative Events

Email: mickyng@creativemalaysia.com

Website: www.creativemalaysia.com

Name of act Mid Air Circus Art**Date of launch** August 2011**Origin** A cross-country collaboration between Australia, New Zealand and Thailand**How it entertains** Providing professional aerial circus acts and entertainment, as well as aerial bartenders/ champagne pouring and fire performers**Types of event it is good for** Corporate functions, gala dinners, product launches, weddings and VIP cocktails**Cost** Varies depending on complexity of the event with regards to equipment and rigging requirements as well as the specific acts chosen, but more suited for entertainment budgets of 100,000 baht (US\$3,109) and above**Contact**

Ben Martin

Email: info@midaircircus.com

Website: www.midaircircus.com

Name of act Mirror Fantasy**Date of launch** 2011**Origin** Europe**How it entertains** Lights and specifically lasers are used to reflect off the costumes to create a magical experience. LED lights and other props are also used to enhance the act. The futuristic costumes go very well with brands in sectors such as telecommunications, computers, technology and electronics.**Types of event it is good for** Corporate gala dinners, product launches and press conferences**Cost** From US\$8,000, plus travel and boarding expenses**Contact**

Vishal Sood, Jabu Events

Tel: (66) 8 5666 5504

Email: info@jabuevents.com

Web: www.jabuevents.com

Name of act Muay Thai Kickboxing Reality Performance**Date of launch** No date in particular as this have been around for a long time**Origin** Thailand**How it entertains** This performance enables corporate groups, particularly those from overseas, to watch a real Muay Thai match live at any hotel ballroom, complete with boxing ring set-up accompanied by live traditional music, experienced Muay Thai fighters, a referee, three judges, a boxing ring girl to display fight rounds, as well as trophy and champion belt.**Types of event it is good for** Welcome dinners, gala dinners and openings for conferences**Cost** 100,000 baht**Contact**

Jeffrey Soh, director of events – Thailand, Conceptual Events

Tel: (66) 9 0978 3882

Email: sales@conceptualevent.com

Name of act Exotic Percussion**Date of launch** 2001**Origin** Thailand**How it entertains** Exotic Percussion uses a combination of musical instruments, everyday objects like dustbins and chairs, as well as dances and body movements to create a theatrical performance. One of the finalists on reality TV series, *Thailand's Got Talent*, this group offers a wide variety of performances and are very flexible with concepts to suit events.**Types of events it is good for** Grand openings, corporate functions and beach parties**Cost** Upon enquiry**Contact**

Thanate Kienpotiramard, managing director, BIC Phuket

Tel: (66-76) 355-781

Email: thanate@bicphuket.com

Website: www.exotic-percussion.com and www.bic-phuket.com

Name of act Viva!**Date of launch** December 2010**Origin** Thailand**How it entertains** Lauded as Thailand's first pop opera group, VIVA! consists of five good-looking, classically-trained singers whose eclectic repertoire ranges from traditional opera to contemporary pop classics like Prayer in the Night, You Raise Me Up and Unchained Melody. The quintet also sings in English, Thai, Italian, Spanish, French and even Swahili.**Types of events it is good for** Christmas parties, year-end celebrations, festive events and gala events**Cost** Upon enquiry**Contact**

Colin Law

Tel: (66-2) 6103-915

Email: colinlaw@afroasiaevents.com

Website: www.vivapopopera.com

SUCCESSFUL MEETINGS

INSPIRED BY MERITUS.



Marina Mandarin Singapore



Meritus Pelangi Beach Resort & Spa, Langkawi



Mandarin Orchard Singapore



With hotels and resorts in gateway cities and idyllic locations, Meritus features modern business facilities and personalised service for an unrivalled meeting experience – each time delivered with careful attention to detail and gracious Asian hospitality.

Visit www.meritushotels.com to plan your next meeting.

SINGAPORE | MALAYSIA | INDONESIA | CHINA



MERITUS
HOTELS & RESORTS

Bonding for business

Corporate travel managers and MICE specialists renew business ties at the double-bill event. By **Patrick Tan**



Viatges Cosma-Tour Spain's José Maria Sánchez Morente (left) and Goico Travel US' Hugo Gonzalez (right)



EMC International SARL Singapore's Sally Chua, EMC US' Norma Serra and EMC International SARL Singapore's Geraldine Gan



Creative Destination Management Thailand's Patranuch Sudasna, Creative Head Media Australia's Jo Robinson, Thailand Convention & Exhibition Bureau's Danupol Aumbhitaya and World Travel Service Thailand's Kamlayanee Kanyamee



Corrs Chambers Westgarth Australia's Leeanne Mooney and Stephani McKay



UGL Australia's Lynn Liu and Premah Krishnan, DTZ Hong Kong's Elaine Lau and DTZ India's Parag Gujar



Thailand Convention & Exhibition Bureau's Orachorn Wongpan-ngam, Royal Cliff Hotels Group Thailand's Ruchika Longani, IMPACT Exhibition Thailand's Mueanfun Robkob and Piyanat Koontrakul



IAPCO UK's Yvonne Hu



BOSCH Indonesia's Erdiajeng Mukti



DTZ Singapore's Nancy Chua and MARSH Thailand's Justine Hammill



Thailand Convention & Exhibition Bureau's Teerapat Puangngern and Sirivan Kamonwichian, and ICCA Malaysia's Noor Ahmad Hamid



Tourism undergraduates turn up in full force for the IMEX-MPI-MCI-IT&CMA Future Leaders Forum 2013

Mark Your Calendars

19 - 21 August 2014

Kempinski Ambience Hotel Delhi, India

“The event gave us the opportunity to expose and publicise our hotel to potential buyers.”

Eric Ng, Royal Plaza Hotel, Hong Kong

“Excellent show with a great buyers profile. It gave us the opportunity to network and promote our brand.”

Ashish Seriga, Creative Travel, India

www.itcmindia.com



Scan This QR Code

To Find Out More About Participating At The Show

Exhibitors

MICE, Corporate Travel and Luxury Travel

Buyers

MICE, Associations, Corporate Travel and Luxury Travel

Industry Media

IT&CMevents
 Leading MICE Events In Asia-Pacific, China and India

TTG | Events

Supporting Associations



Technology Partner

Official Media



Media Affiliates





Technology Expands
Business into the CLOUD
Thailand **Expands
Business** with
CONNECTIONS

Thailand CONNECT

Your Global Business Events Connection

Thailand

