



IT&CM Asia
Incentive Travel & Conventions, Meetings

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{ **Hot leads** }

Pharmaceutical company seeks meeting destination in Asia

Krupka & Partner, a German company specialising in events, incentives and fair design, is considering Thailand or Singapore as a meeting destination for a 70-pax group from a pharmaceutical company.

Said Gerhard Krupka, owner of Krupka & Partner: "They have had events in Copenhagen and London, so now we are looking at the possibility to do it in Singapore and Thailand."

He can be contacted at g.krupka@krupka-events.de.

Technology provider wanted

Amit Singla, CEO of Scotch & Water Innovations, an India-based events company, wants to integrate the latest technologies into his booking system to provide cost-effective bookings for flights and hotels. He wants to find a technology provider who can help to handle everything from start to finish.

Email him at amitsingla77@gmail.com.



Japanese Nobel laureates to help attract MICE business

By **Julian Ryall**

Japan is aiming to take advantage of its traditional strengths in technology, sciences and medicine to attract more MICE events and particularly hopes to win more business from Europe and North America.

"We have many Nobel Prize winners in these areas and we feel that the opportunity to meet and learn from (these experts) will attract participants from all over the world," said Katsuaki Suzuki, executive director of the Japan Convention Bureau.

"We are (telling) potential delegates from abroad that they will be able to meet with Japanese scientists and researchers," he added.

Leveraging the appeal of these

experts, the Japan National Tourism Organization (JNTO) has introduced a system of conference ambassadors, who are professionals acting as the face of Japan to promote the country to foreign markets, thereby attracting more international conferences.

"At the moment, we have 21 university professors who serve as ambassadors and the scheme has had some success," said Suzuki. "We are also considering an outsourcing system that will take care of the planning and paperwork for major events, which will free up time for the organisers, and we

have invited MICE consultants from abroad to come to Japan and provide us with advice."

However, Suzuki admitted that some issues must be overcome before Japan's MICE sector can fully take advantage of its unique position.

"Firstly, there is not enough support – financial and human resource – for organisers of conferences and events," he said. "(The human resource limitation) is partly due to a lack of people with the necessary English language skills."

Now that solutions are being devised to overcome these challenges, Suzuki believes the sec-

tor holds potential for Japanese companies.

"Incentive travel, particularly from markets in South-east Asia, has huge potential for us," he said. "Those economies are developing rapidly and the JNTO is strengthening its marketing in those areas, such as through the opening of our Jakarta office last year."

Ultimately, markets further afield are his prime targets.

"We would like to attract more MICE business from Europe and North America as we have relatively little business from those areas at the moment and those events tend to be high-quality and, as a result, bring in a lot of money," he added.



Suzuki: most keen in European events

Keeping up with Millennials

While hotels were once the default accommodation mode for business trippers, the rise of alternative lodging options has caught the eye of Millennial corporate travellers.

In June this year, Airbnb expanded its Business Travel programme that enables companies to book accommodation for business trips, bringing the room-rental site closer in line with the traditional hotels by providing visibility into employee travel itineraries and expenses tracking.

Chip Conley, head of hospitality, Airbnb, said: "Nearly 10 per cent of Airbnb's customers already travel for business and we have heard from customers that this type of offering is high on their wish list."

According to Conley, Airbnb for Business is "gaining a lot of traction", with sign-ups from over 1,000 businesses in more than 35 countries, including Google and SoundCloud.

Expecting sharing-economy accommodation options like Airbnb to grow in popularity among Millennials, Bertrand Sallet, general manager of FCm Travel Solutions, said: "Companies must acknowledge that the sharing economy is here to stay.

There is a need to move away from the traditional format of preferred hotels and airlines and consider flexibility."

However, only a sliver of business travellers are using such sharing-economy services.

Alvan Aiau, vice president, global sales & programme management, Asia-Pacific at Carlson Wagonlit Travel, commented: "Whether or not companies are comfortable integrating sharing-economy offerings into their programmes depends on their culture. The more traditional, risk-averse companies may decide that the risks outweigh the benefits."

As well, a majority of companies are not looking to change policies yet, Sallet opined. "Most companies continue to stay with standard travel policies, focusing on cost control and working with traditional providers," he said.

"So far, companies have mainly put in some effort and work with their partners to upgrade their technology without a real shift in paradigm. Clearly, there is more that can be done to tailor their travel policies to strike a balance between flexibility, accountability and safety of the employee." added. – **Paige Lee Pei Qi**



Sallet: more flexibility needed



Swinging good start

There's no better way to rekindle friendships and forge new bonds than a friendly round of golf at Krung Kavee Golf Course and Country Club. The delegates of IT&CM Asia and CTW Asia-Pacific were all ready for a fine game on Monday morning. Photo by Eugene Tang

Chinese comeback to the Phil

Incentive groups from China are now returning to the Philippines after the Chinese government "quietly lifted" the travel advisory against the country a few months ago.

"Incentive travel is back; Shanghai is especially strong," said Karem Miranda, officer in charge, MICE department, Tourism Promotions Board.

Chinese incentive travel demand is going strong for Afro-Asian Travel, said president and managing director Angel Ramos Bognot, as the company has bagged a series of incentive and leisure contracts from China from August to December following negotiations which started in February.

"(Chinese incentives) don't

look at politics so long it's an exciting destination with good products. We're getting a lot of inquiries from China about the Philippines," he explained.

Meanwhile, the TPB has started focusing more on the Chinese incentive market with the Department of Tourism's offices in Shanghai and Beijing establishing contacts with incentive groups and companies in China, said Miranda.

The Philippines' sun, sea and sand proposition remains attractive for Chinese incentives, she added. Apart from the classic beach destinations of Boracay, Cebu and Palawan, Chinese incentive travellers are beginning to discover Iloilo and Bohol. – **Rosa Ocampo**

Conquering boisterous Bangkok

Fancy living the life of a local fisherman, or perhaps indulging in classy cocktails and fancy steaks? There's something for everyone. And when the fun's over, take a rest in one of the city's newest hotels. By [Greg Lowe](#)



MUST DO

Celebrate diversity and harmony

Diversity and Harmony is one of Expique's immersive walking tours of Bangkok which provides a unique perspective on the vibrant city. The 3.5-hour stroll takes you along the Thonburi side of the Chao Phraya River, an area punctuated with well established communities of Thai, Chinese, Muslims and Europeans, each of which boasts a distinctive architecture and history. www.expique.com

A day as a fisherman

Leave downtown Bangkok for Local Alike's *Day as a Fisherman* tour which takes place in Bang Khun Tian. The full-day experience involves travel by train,

songtaew, longtail boat and kayak as a local fishing family shows the group around their village and take them cockle picking among other things. localalike.com

Enjoy the arts

Local businessman and philanthropist Boonchai Bencharongku established the Museum of Contemporary Art as one of Thailand's leading galleries. While the institute is not centrally located, it is well worth a visit. The permanent collection features the work of 25 of the country's leading artists from the past century. The museum has frequent temporary exhibitions and films. www.mocabangkok.com

Explore a gypsy market

Just north of Chatuchak Weekend Market is Siam Gypsy Market, a night bazaar that has a heavy emphasis on pre-loved retro and vintage products.



MUST SEE

Calypso Cabaret

One of Thailand's longest established transgender cabarets, Calypso Cabaret is now located at Asiatique. The troupe puts on two 75-minute shows each night which combine classic cabaret and covers of contemporary artists, such as Lady Gaga. The audience can expect a fun-packed world-class performance that is suitable for all ages. www.calypsocabaret.com

A soulful night out

Soul Bar is one of Bangkok's latest music venues and is probably the first to specialise in nightly funk and soul. There's a great vibe at the

converted shophouse venue which attracts everyone, from 20-somethings to Bangkok's old hands – all drawn by the fantastic tunes and decent selection of craft beers. www.facebook.com/livesoulbarbangkok

Good ol' Bamboo Bar

Having first opened in 1953, the Mandarin Oriental Bangkok's Bamboo Bar was extensively refurbished at the end of last year to create a more spacious environment that retains fidelity to its original theme. Not only is the place known for its excellent cocktails, it's one of the foremost jazz spots in town with Cynthia Utterbach in residence until January next year. Utterbach sings gospel, jazz and blues and has performed around the world including at Madison Square Gardens and the Appolo Theater. www.mandarinoirental.com



MUST EAT

Dig into contemporary Thai

Covering three floors with both inside and alfresco seating, Mango Tree On The River is part of the new Yodpiman River Walk development. The restaurant serves contemporary Thai cuisine — be sure to try the *nam tok see krong moo* — and affords riverside vistas which take in a number of historic buildings on the west bank of the Chao Phraya River and includes Wat Arun. It's ideal for all sorts of gatherings, from small-sized social networks and sundowners in the upstairs bar to full venue buyouts. The chefs can also provide live cooking displays as an added option. Round off the whole experience with a speedboat shuttle to and from Saphan Taksin pier. www.mangotreerestaurants.com

Homecooked goodness

For unpretentious Thai cuisine served in relaxed surrounds, head to Kram

Café & Thai Kitchen located in a converted home off Sukhumvit Road. Diners can choose to sit inside or in the sizeable garden, which also has beanbags for those who want to chill and drink rather than eat. In terms of cuisine, the restaurant serves a number of spicy southern dishes as well as better-known Thai staples, all of which is complemented by a decent range of beers and cocktails and a respectable wine list. www.facebook.com/krambkk

Carnivorous delights

New York Style Steak & Burger sets itself apart from other similar institutions in Bangkok by being the only restaurant to exclusively use USDA Certified Angus Beef for all of its bovine offerings. Steaks are cooked sous vide then flame-grilled to perfection. New York Style Steak & Burger also offers a range of award winning burgers and sliders, as well as delectable fish dishes. It prides itself on cooking everything fresh – there's no frozen or processed food in sight. Be warned, the house cocktails are also mind-bendingly strong. nysteakandburger.com

From left: Diversity and Harmony walking tour; New York Style Steak & Burger; Mandarin Oriental's Bamboo Bar and U Sathorn



MUST STAY

Luxury in an old town

Sala Rattanakosin offers a boutique experience in Rattanakosin Island, the historic heart of the city, with views of the iconic Wat Arun on the opposite bank of the Chao Phraya River. The property is built with what's best described as a luxury guesthouse aesthetic. Guests can choose from 15 contemporary designed rooms, each with floor-to-ceiling windows. Facilities include two F&B outlets, including the Eatery and Bar, which was placed among *Bangkok Post's* Top Restaurants of the Year 2014, and a spa. www.salaresorts.com

Colonial class

The 85-room U Sathorn features low-rise French colonial style architecture with three wings built around a lush garden and swimming pool, which

gives it more of a resort feel despite being located in the city's financial centre. The property has a growing reputation for J'AIME, its restaurant developed by Michelin starred Jean-Michel Lorain. Meeting spaces are all in a separate wing and include four boardrooms and a function room that accommodates 350 pax. www.uhotelsresorts.com

Swiss goodness in Bangkok

Mövenpick Hotels & Resorts made its debut in the Thai capital when it opened Mövenpick Hotel Sukhumvit 15 Bangkok earlier this year. The 297-key business travel focused property features a garden courtyard, pool, a restaurant and two bars, including the Rainforest Rooftop Bar which can be used as a meeting venue. Free Wi-Fi and a 24-hour tuk-tuk service are nice touches for corporate warriors. The hotel also offers three key meetings spaces of sizes ranging from 56m² to 180m². www.moevenpick-hotels.com

Insider



Amanda Hyndman

General manager of Mandarin Oriental Bangkok, recommends her favourite activities in Bangkok

Gallery hopping

I love the burgeoning art district of Silom and Charoenkrung and I highly recommend the regular gallery hopping nights (www.facebook.com/galleryhopping-bkk). On these nights, more than 10 galleries and art spaces stay open until at least 23.00, with special events to showcase both local and international artists. All the galleries are within walking distance or a short fun hop on motorcycle taxis or tuk-tuks.

Riverside walk

My Sunday walk starts at sunrise, with a 5km walk from Mandarin Oriental Bangkok's Sala Rim Naam restaurant to the majestic Wat Arun temple. The route is designed to give you a view of Bangkok's most spectacular landmarks and temples, through the city's historic streets. Lasting 75 minutes, the walk is adorned with classic colonial style buildings, temples, wet markets and even traditional medicine souks, affording a glimpse into the cultural riches and local life along Bangkok's fascinating canal maze. You can also discover Bangkok's 24-hour flower market, Pak Klong Talad, in the city's historic quarters.

Temple tour

For a business traveller with limited time, sightseeing in the

capital is incomplete without visiting the majestic temples. I recommend the Grand Palace followed by Wat Pho and Wat Arun. Avoid the crowds by visiting in the afternoon. Catch the Chao Phraya Express Boat from the public pier by Saphan Taksin BTS station at 14.30, reaching the Grand Palace by 15.00. Walk around until closing time at 16.00, and onwards to Wat Pho to make merit at the biggest sleeping Buddha.



Grand Palace



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Wat Arun Temple





Cold is hot in Hokkaido

From snowshoe races to sledge-building contests, the island takes advantage of its weather and pushes MICE activities unique to its climate. By **Julian Ryall**

For a good part of every year, Sapporo and the countryside that surrounds the largest city in Hokkaido are blanketed in thick, powdery, perfect snow. So it comes as no surprise that the local MICE industry is playing to the climatic strengths of Japan's northern island.

Locals call winter "the silver time"; but as recently as a decade ago, Hokkaido as a whole had two distinct high seasons for tourists. Those interested in winter sports would arrive during the December-to-February period while the summer season was in July and August.

"We used to have ski resorts that still had great snow on the ground in March and even April, but they were almost empty," said Dima Azarov, a spokesman for the Sapporo Convention Bureau's MICE section. "Then

we realised that these venues would be ideal for snow-based teambuilding activities.

"We wanted to take full advantage of the opportunities during our off-seasons, and from there we have started to develop and expand our unique offerings for the incentive sector," he said.

The region's first *Unique Venues and Team Building Guide* was issued two years ago. Of all the opportunities that have been devised for inbound clients, a number are likely to catch the eye.

The particularly adventurous can participate in snowmobile races, while the fittest can take part in a snowshoe race that culminates in an ice cream-making competition. Other venues offer snowman-building competitions, sledge-building contests and team treasure hunts around winter-bound Sapporo.

"The bureau provides a one-stop ser-

vice to handle any inquiries from tour agents or incentive organisers," Azarov said. "Whether a group is looking for something specific or more general, we do our best to introduce them to the right people. We are constantly striving for new discoveries and ideas, and we work closely with local facilities and event organisers to deepen their understanding and expertise."

One of the latest additions to the city's portfolio is Sapporo Racecourse, the first horse racing venue in Japan to be offered as an event venue. With indoor seating of up to 300 people, the course has an impressive view across central Sapporo, and guests get to bet on a race even if the course is fetlock-deep in snow as the venue can screen a race from the previous summer.

Nearby Niseko has also attracted a firm tourist following in recent years,

Numbers

2 The number of years that the local visitors' authority has been collaborating with local businesses in a concerted effort to bring in international corporate customers for teambuilding events

1,253,220

The number of seats per month (in 2014) flown between Sapporo's New Chitose Airport and Tokyo's Haneda International Airport, making it the busiest air route in the world

2017 The year Sapporo and Obihiro will host the 8th Asian Winter Games. With competitors from 45 nations taking part, this will trigger investment in infrastructure and accommodation

with the two cities complementing each other with their offerings in the MICE sector.

"The accommodation on offer ranges from internationally branded hotels, such as Hilton, which are set to increase in the near future, to smaller hotels, condominiums and private lodge-type properties," said Paul Haggart, who handles the MICE sector for the local government.

"The styles of accommodation are endless, as are the options for putting together accommodation for groups who wish to stay in the area."

The city also has conference and meeting facilities that range from large banquet halls to purpose-built facilities operated by the local government, and Haggart emphasised that the tailor-made approach to inbound MICE clients works best for Niseko.

Spotlight

Teambuilding activities all year-round

Teambuilding in the great outdoors does not have to be all about rolling about in the snow, with Hokkaido also renowned for its cuisine and environmental awareness.

Hakkenzan EcoCatering, set up by German-born Bianca Furst, started teambuilding events two years ago and now operates a regular selection of handicraft workshops, music events, "slow food" evenings, theatrical productions and agricultural projects. In June, participants in an educational project were encouraged to plant beets and potatoes that will grow into a "German meal".



"We offer eco-craft, eco-cooking and energy-rally events throughout the year," Furst said. "And because we have a huge field – it's white and beautiful in the winter – we plan to offer even more events in the winter months."

"We already do snowshoe walking expeditions, cooking on a fire in the snow and team projects like building an igloo," she said.

"We are particularly keen to connect directly with educational organisations for teambuilding events, and with companies through travel agencies and the city authorities in Sapporo."

One teambuilding activity that has proved particularly popular, and brings together energy education and environmental education, is using solar ovens to cook meals. Hakkenzan also has its own solar panels and uses the power of the sun to dry locally-grown soft fruit.

"Hokkaido is great for nature, food, new ideas, onsen hot springs, nice people, the seasons and international exchanges," Furst said. "We aim to combine environmental education on a fruit farm, with a wide range of outdoor experiences, hands-on farming experiences and bring in the elements of arts, crafts and energy."



My Japan

Julian Ryall recommends three must-dos in his home base Yokohama

Yamashita Park

Yamashita Park offers an unrivalled view over the port, including the massive Yokohama Bay Bridge. Moored to the south of the park is Hikawa Maru, a passenger liner launched in 1929 to ferry passengers in luxury between Japan and the US. In its heyday, the liner cruised the world's oceans with royalty and stars of the silver screen like Charlie Chaplin.

Today, it is preserved as a time capsule and visitors can see its state rooms, smoking lounges and stand on the bridge – before stopping by the promenade deck for ice-cold beers and traditional Japanese summer snacks.

Chinatown

Yokohama is home to one of the largest expatriate Chinese communities in



From left: Yamashita Park and the Hikawa Maru; Yokohama's Chinatown

Asia and attracts thousands of visitors throughout the year, especially during Lunar New Year. An important occasion, it is greeted in Chinatown with firecrackers, merry-making and a lion dance parade through the streets.

Yokohama Foreign General Cemetery

It may sound macabre, but the Yokohama Foreign General Cemetery is a fascinating glimpse into the past. The 4,200 tombs include adventurers, artists and ordinary folk from around the world who made this city their home, many of whom were victims of the 1923 Great Kanto Earthquake. The heavily wooded cemetery climbs up the bluff to the south of the city centre.

Meet the sellers

Ambassador Hotel Bangkok, Thailand

Situated in Sukhumvit, Bangkok's trendy restaurant, entertainment and shopping district, guests of Ambassador Hotel Bangkok are placed within easy reach of Robinson Department Store, Terminal 21 Shopping Mall, Emporium Shopping Centre, Central World, the luxury Siam Paragon and Central Embassy, International hospital at Bumrungrad Hospital, Queen Sirikit National Convention Centre, and the Stock Exchange of Thailand. Adjacent to the hotel's main wing, Am Plaza is an onsite retail therapy.

The hotel is also in close proximity to Nana Station and Sukhumvit Station, while Suvarnabhumi Airport is only a 30-minute drive away.

There are 760 guest rooms and suites, all non-smoking. Each room provides a good range of amenities including satellite TV and a fully stocked bar-size fridge. Complimentary Wi-Fi Internet access is available at Tower Wing, Main Wing and throughout public areas.

The pillar-free, high-ceiling Grand Ballroom can accommodate up to 2,000 guests and is complemented by 25 function rooms. The hotel also meets the requirements of corporate guests with conference, banqueting facilities and business centre.

Contact: salesbkk@amtel.co.th



AJ Hackett Macau Tower, Macau

In 1987, AJ Hackett jumped illegally from the Eiffel Tower and in doing so launched bungee jumping to the world. More than 25 years and 3.5 million jumps later, AJ Hackett now operates the world's most innovative gravity-related products anywhere on the planet.

Contact: elsa.law@ajhackett.com

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Program Lunch, Seoul Presentation, Lucky Draw

* Entry by invitation letter

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Capri by Fraser Kuala Lumpur, Malaysia

Fraser Hospitality unveiled a bold new hotel concept in Malaysia targeted at meeting the lifestyle needs of today's business travellers, who seek amenities and an experience beyond what is typically available. Located in the newly transformed Bangsar South district, and surrounded by a myriad of entertainment and recreation options, including the new Nexus Mall and a six-acre park, the spacious and refreshing Capri by Fraser, Kuala Lumpur, marries the complete range of facilities and services of a smart hotel with the comfort and convenience of a full serviced residence, in a unique Hotel Residence experience.

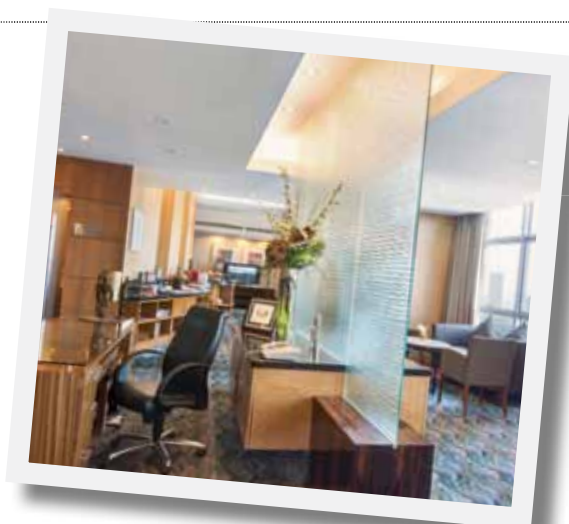
Capri by Fraser Kuala Lumpur is set in a 33-storey tower, offering 240 spacious studios and apartments. Guests can choose from Studio Deluxe, Capri Club Room, one-bedroom Deluxe, Capri Club Premier and three-bedroom Deluxe. All units come with kitchenettes and stylishly designed living and dining room spaces. Each floor is equipped with Spin, a self-laundrette, while other guest facilities include a 24-hour gym with a Yoga Room and Kickboxing Area, and an all-day dining restaurant, among others.

Contact: sharifah.laila@capribyfraser.com

Arnoma Grand Bangkok, Thailand

Arnoma Grand Bangkok has 369 rooms and suites, a modern ballroom capable of seating 800 delegates and eight additional break-out rooms. It is perfectly located in the heart of Bangkok's thriving commercial and financial centre and surrounded by the capital city's most impressive department stores and shopping malls. Armed with a team of MICE specialists and boasting facilities for all group sizes, Arnoma Grand Bangkok is the premier choice for meetings and incentives.

Contact: mc@arnoma.com



Crowne Plaza Manila Galleria, the Philippines

Experience world-class service and warm Filipino hospitality when you visit Crowne Plaza Manila Galleria. The booth at IT&CMA 2015 also invites MICE buyers to sample delightful treats and unique flavours from the country's 7,107 islands, and introduces the only Crowne Plaza brand in the country. Discover limitless opportunities for events, and learn how the IHG Business Rewards programme can benefit event planners.

Contact: january.leron@ihg.com

Destination Davos Klosters, Switzerland

Davos is the world's finest meeting place and has been described as a "place where leaders meet" by Klaus Schwab, founder and executive chairman of the World Economic Forum. This is for a good reason: Davos has a rich tradition in hosting congresses. Meetings and congresses were first held in Davos back in the 19th century, when famous guests and doctors from across Europe stayed in the popular mountain health resort to exchange their latest findings. In 1923, Davos doctors organised the first international congress. The Physical-Meteorological Observatory followed in 1925, and Albert Einstein opened the first university course in Davos in 1928. This elevated Davos to the status of a congress city and it began to be recognised as a meeting point for the intellectual elite.

Today, Davos is home to the most modern congress centre in the Alps, which has attracted major events including the World Economic Forum-Davos Forum. In addition, Davos offers 100 different meeting rooms with capacity for over 15,000 participants.

Contact: Markus.Schiedeck@davos.ch



Bern Tourism

The Bern Tourism stand at IT&CMA 2015 introduces MICE buyers to various products, services and experiences including Bern Ticket, Museum Card Bern, Ibis Styles Bern City, Swiss wrestling festival Schwingen, the Old Town of Bern's first UNESCO World Heritage Day on June 10, 2016, Gurten Pavilion, Country Inn Sternen Muri, Klee and Kandinsky at the Paul Klee Zentrum, new games at Emmental Show Dairy, and Barry – the legendary Saint Bernard, the new permanent exhibition at the Natural History Museum Bern.

Contact: christine.jaggi@bern.com

Dusit Thani Laguna Phuket and Dusit Thani Hua Hin, Thailand

Dusit Thani Laguna Phuket and Dusit Thani Hua Hin offer a versatile range of meeting and conference spaces, equipped to host any type of business or social gathering by the breezy seaside.

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Meet the sellers



Grande Centre Point Ploenchit Bangkok, Thailand

Grande Centre Point Ploenchit Bangkok completed its renovations in November 2014, and now offers 277 well-appointed guestrooms with contemporary Thai designs and modern amenities. It also has five conference rooms with natural daylight. These venues can seat 10 to 120 people. Free wireless Internet is available in all areas.

Contact: chanyika.t@gcphotels.com

Go Vacation Thailand

Go Vacation Thailand Groups and Events Division is a full-service operation with an experienced and enthusiastic team. It has established a strong reputation for efficiency and creative thinking over recent years. By exclusively choosing fully licensed and insured suppliers, it maintains the highest quality levels.

Its clients are mainly from Continental Europe and the Middle East.

Contact: suphansar.s@go-vacation.com



Grand Lapa Macau, Grand Coloane Resort, Macau

This five-star integrated resort boasts a non-casino environment to meet the needs of today's discerning MICE organisers and participants. Nestled on the shoreline of the South China Sea, this picturesque spot on Coloane Island offers travellers the ultimate blend of business and pleasure. The integrated resort has designed an array of teambuilding activities to capitalise on the resort's natural location and environment. Corporate groups can sign up for programmes like the *Team Treasure Hunt Amazing Race*, *Master Chef Portuguese Cooking Competitions/Classes*, *Olympic Challenge*, and *Golf Clinic*.

The integrated resort is beautifully integrated into the hillside, allowing all 208 of its guestrooms panoramic views of the famous Hac Sa Beach, South China Sea, and landscaped gardens and lawns. The jewel in the resort's crown is its stunning 18-hole championship golf course.

The integrated resort had recently completed a comprehensive guestroom renovation programme.

Contact: antony.box@grandcoloane.com

Taiwan

Taipei is a green city where Internet access is always available. Through the high-density wireless network, business travellers and event delegates can keep up with the latest business information without interruption, while the carbon-free YouBike system allows visitors to explore Taipei's myriad charms at their own pace. Taipei offers a wide range of facilities and services, from conference venues, restaurants and hotels. Taipei has become Asia's premier MICE city!

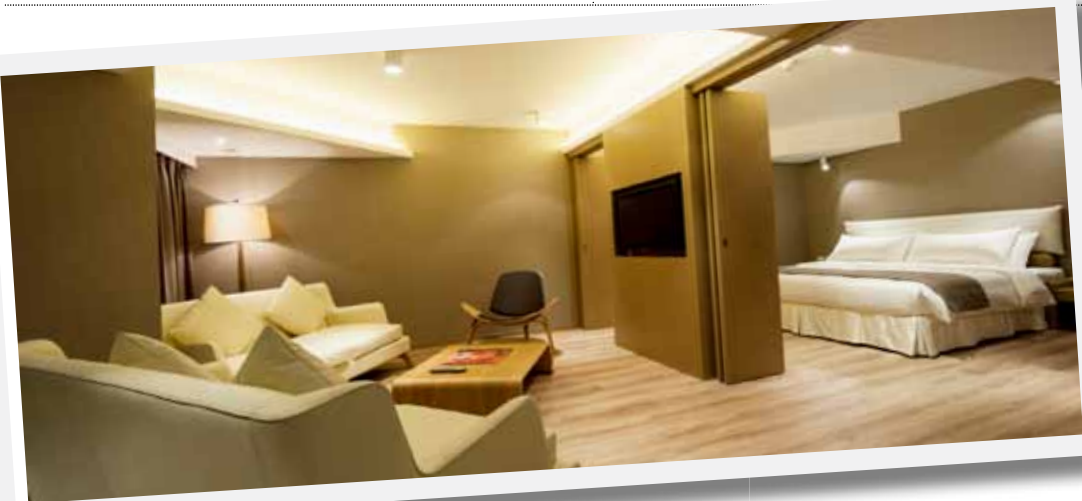
Contact: ericayeh60@gmail.com



Tourism New Zealand

New Zealand boasts world-class facilities, spectacular landscapes and unmatched experiences to motivate and invigorate. More than an extraordinary location, New Zealand is where connections are made, new experiences are shared and relationships are forged. Visit Tourism New Zealand's booth at IT&CMA 2015 to learn more about what an event in New Zealand can offer.

Contact: Edward.kwek@tnz.govt.nz



Inn Hotel Macau

A new hotel brand by Emperor Hotels Group, the 287-key Inn Hotel Macau in Taipa debuted in 2014. Its interior reflects urban glamour and boasts a distinctive design, contemporary décor and advanced facilities. Guestrooms are clean, comfortable and offer great value.

The well-known Rua da Cunha, also known as Souvenir or Food Street, is within walking distance of the hotel. The Macanese House Museum and Cotai Resort properties are also nearby. The Macau International Airport and Macau Taipa Temporary Ferry Terminal are five minutes away by car, and the Macau Maritime Ferry Terminal is 10 minutes away. A shuttle bus service runs between the hotel and Grand Emperor Hotel in Macau Central.

Contact: joeyip@hoteltaipa.com

DISCOVER
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Design

Culture and
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Meet the buyers



“We are a conference organiser with clients around the world. We are looking for venues and suppliers in hub

destinations that can offer convenient access from major cities in Europe and Asia-Pacific. These destinations should have fine accommodation options and quality conference facilities. I am particularly interested in Thailand and the Philippines this time.”

– **Shali Hizkiahou, director, Business Time Scanorama, Israel**



“I am interested in Asia-Pacific destinations, and will be on the look out for hotels, special event venues, tours, incentive ideas, group transportation companies, airlines, DMCs, PCOs and firms that specialise in décor and production.”

– **Sandrine Mailli, global manager, meetings and events, ConferenceDirect, the US**



“I will be sussing out travel technology services, airport handling services, transport options, convention centres, and hotels at the show this year. I require these services from Thailand, China, Singapore, Hong Kong and Malaysia.”

– **Saif Ur Rehman, managing operations, Faza Travels, Pakistan**

Destinations most wanted

Mario Scozia, executive director of A&A Incentives, Meetings & Conferences, the US, is keen on discovering event offerings in **Thailand, Indonesia, Vietnam, Australia, New Zealand, Italy, Dubai, Maldives** and **Sri Lanka**.

Destinations in **South-East Asia, East Asia, the Middle East** and **Europe** are on the shopping list for Martin Bruch, CEO of Accura Germany.

Cesare Maria Ortis, CEO of Agriscambi Tour Operator Italy, is on the hunt for event ideas and suppliers in **South Korea, Thailand, China, Malaysia** and **Cambodia**.

Eleonor R. Aycardo, general manager of AHI Asianholidays Intertours Services Inc, the Philippines, is interested in **Japan, South Korea, Singapore, Australia, Thailand, Vietnam** and **Europe**.

Australia, New Zealand, China, Hong Kong, Macau, Malaysia, Singapore, Dubai and **Sri Lanka** are hot this

time round for Radhakrishnan Venkatraman, senior manager, Akshaya India Tours and Travels, India.

Eang Sokravy, general manager of B2B Cambodia Co., Cambodia, is scouting for ideas and suppliers in **Myanmar, Thailand, South Korea, Hong Kong, New Zealand, Hungary, China, Taiwan, Macau** and **Australia**.

Eric Morris, managing director of Business Pass Travel & Incentive Company, Belgium is shopping for hotels, resorts, unique venues and local suppliers in **Thailand, Vietnam, Myanmar, Cambodia** and **the Philippines**.

Rosie Buckley, business development manager of Conference Resources, Australia is keen on **Thailand, Cambodia, Vietnam, Bhutan, Laos, Myanmar, Taiwan** and **China**.

Thailand, China, Singapore, Malaysia, the UAE and **China** are on the radar of Olga Ikonnikova, product manager with Concord Business Service, Russia.

Jofre Blesa Lopez, owner/marketing and product manager of Ecowildlife Travel, Spain is on the look out for event ideas and suppliers from **Thailand, the Philippines, Myanmar, Vietnam, China, Japan, Laos, Cambodia, India** and **Sri Lanka**.

Eka Moncarre, managing director of Eka Voyages, France is keen to buy **Australia, Vietnam, Singapore** and **Indonesia**, particularly **Bali**.

Myanmar, Indonesia, Philippines, Cambodia and **China** are on the shopping list of Rezaul Ekram, CEO and proprietor of Entourage, Bangladesh.

Joan Tan, director of Events Travel Asia, Singapore is searching for hotels, DMCs and service suppliers in **China, South Korea, Japan, Hong Kong, Malaysia** and the Philippines, particularly **Manila**.

Amy Guo, manager, global accounts, HelmsBriscoe, China is keen on hotel options in **Thailand, Singapore, Malaysia** and **Taiwan**.



From left: Bayon temple in Siem Reap, Cambodia; Taipei International Trade Building with the iconic Taipei 101 in the background



“I’m on the look out for products and services in Bali, Koh Samui, Sabah, Sarawak and the Maldives, as well as destinations in Turkey and Russia. I’m also keen on cruise products in

Europe.”

— **Dilip Masrani, managing director, Favourite Tours and Forex, India**



“I’m paying particular attention to Asia-Pacific destinations, particularly Thailand, Cambodia, Laos, Myanmar, Vietnam, the Philippines and Indonesia. South Europe is on my shopping list too, like Portugal, Spain, Italy, Croatia and Greece. I hope to get incentive ideas from across Africa, as well as information on destinations in the Americas. My company is looking to start selling New Zealand and Australia too.”

– **Eva Klejmová, director/owner, J&T Concierge Monaco**



“I am interested in five-star hotels that are suitable for business events, as well as unique venues and activities that will appeal to corporate groups. Destinations I am keen on are

Thailand, Singapore, Vietnam, Hong Kong and Dubai.”

– **Lonni Gulliksen, managing director/owner, CCMG – Congress Consulting Management Group, Denmark**



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Brisk business for India

Tradeshows growth is driving MICE business while new source markets are paying more attention to India. **Rohit Kaul** reports

India's inbound MICE players are reporting stronger business this year, fuelled by the Indian government's pursuit of global investors and improvements in tourism hardware.

Swadesh Kumar, vice chairman of the India Convention and Promotion Bureau (ICPB), told the *Daily* that India's inbound MICE business has recorded a year-on-year growth of eight to 10 per cent in 2015.

"The Indian economy is doing well and the new government has been making efforts to attract global investment, and that augurs well for the MICE industry," Kumar explained. "In fact, the conference and exhibition market is surpassing the incentive travel movement."

The country's calendar of conventions and exhibitions appear busy, with major trade events like Medical Fair India, International Engineering & Technology Fair, 34th India International Trade Fair, and 29th International Conference on Frontiers in Materials Processing, Applications, Research & Technology heading its way this year.

Business seems equally brisk for India's convention and exhibition sector next year too. ASME 2015 India International Oil & Gas Pipeline Conference, 6th World Congress on Biotechnology, 3rd International Conference and Exhibition on Pharmacognosy & Natural Products, and the annual conference of the Inter-



It is busier days ahead for Indira Gandhi International Airport, as more global tradeshows stream into Delhi

national Federation for Theatre Research are some of the events already in the bag.

Prashant Narayan, COO and head of Leisure Travel Inbound Business, Thomas Cook India, opined that a "comparative cost advantage, developing infrastructural facilities, presence of attractive stay options, and aviation upgrades have resulted in more countries viewing India as a favourable MICE option".

Narayan noted that besides the traditional source markets, newer ones like China, South Korea and Eastern Europe are emerging.

"China has been one of the fastest growing inbound markets for us in recent years. For the coming inbound season, our internal research and analysis team has revealed that the number of tourists from China to India is expected to rise by approximately 20 per cent," he added.

International MICE interest is spread across India's major cities like New Delhi, Mumbai and Hyderabad, as well as smaller ones like Jaipur.

"Jaipur now boasts of many hotels with good venues and facilities for conferences and conventions, and that has improved its position as an international MICE destination," said Lalit Chadha, director-business development of MCI Management India. "Its proximity to New Delhi is also an advantage."

The new Jaipur Exhibition & Convention Centre (JECC) is said to have given the city's MICE sector a shot in the arm. Said to be the largest exhibition and convention facility in South Asia, JECC occupies over 17 hectares and offers two exhibition halls with a combined, column-free space of 20,000m² and an open exhibition area of 10,000m², among other facilities. It hosted the India Stone Mart 2015 in January.

Meanwhile, the industry is looking forward to the finalisation of the National Tourism Policy 2015 by India's ministry of tourism. MICE is identified as one of the key pillars in the policy, and there are plans to form a National MICE Promo-

tion Bureau with industry representatives that will work closely with state tourism boards to secure international MICE business for destinations with good events infrastructure.

Lalit Panwar, secretary, Ministry of Tourism, India, said: "We understand that the ministry's efforts in attracting big conventions to India need to be revisited, moving from the current model of supporting individual operators in order to generate business to a more result oriented framework."

Ranjan Kumar Mishra, managing director of Eastern Voyage, said the creation "of a body that can bid for international conferences and events" has been the industry's "long standing demand".

"The National Tourism Policy 2015 has also proposed (the establishment of a) fund with contribution from state governments and participating private players, that will be utilised to secure business throughout the year," said Mishra.

Lamenting the lack of funding, especially for ICPB, Chander Mansharamani, managing director, Alpcord Network Travel & Conferences, said: "The industry has been demanding financial support to be extended to ICPB which was formed to promote MICE business. However, ICPB's role has been more or less restricted as a trade association (and it did not) bid for international association business."

The soon-to-be-announced National Tourism Policy 2015 has also proposed the provision of a single window clearance for organising meetings and conventions in India, besides simplifying the conference visa process. If implemented, this will be an improvement on the government's move last year to offer electronic tourist visa to nationals of 74 countries.

"Single window clearance for meetings and conventions will speed up process and signal a positive image of India as a friendly MICE destination. The e-tourist visa scheme extended to conference delegates will help to boost India's position as a global MICE destination," said ICPB's Kumar.

Spotlight

A new place to meet in Gurgaon

Opened in March this year, Le Meridien Gurgaon boasts an enviable location within the business hub of Gurgaon and within easy reach of major corporate districts and thoroughfares such as Global Business Park, DLF Cyber City and Golf Course Road. It also lies close to notable cultural centres and tourist attractions, including Epicenter, Kingdom of Dreams and several renowned art galleries, making the hotel an excellent base for business travellers who desire some leisure time in the city.

Residential corporate events are supported by 10 function spaces totalling 1,600m² as well as 285 guestrooms, 210 of which are deluxe rooms. There are also 53 Le Meridien Club Rooms and 22 suites. The hotel has two ballrooms, the largest being the Phoenix Ballroom which can accommodate 160 banquet guests or 450 pax theatre-style. It comes with an 8m high ceiling and opens to landscaped lawns. The second ballroom – Perseus Ballroom – can seat 200 pax in theatre-style. Both ballrooms can be divided into two smaller venues each.

A highlight of this property is the Le Meridien Hub, an innovative hotel

lobby concept that is structured after a coffee house where creative minds can gather, connect and enjoy an espresso crafted by one of its master baristas.

Social gatherings can be held in one of the hotel's F&B outlets. Latest Recipe, an international restaurant with a la carte options and a buffet line, offers five live-cooking stations, each featuring a different world cuisine. Longitude 0°8 beckons diners with its signature eclairs and Illy Italian gourmet coffee, as well as a broad menu of wines and cocktails. Here, an emphasis is placed on premium spirits, fresh ingredients, and unusual combinations.

For an evening of party, corporate groups can head to i-Kandy where a number of events featuring international artists are held. Watch out also for the Le Meridien Sparkling, a cocktail ceremony inspired by the traditional European aperitif hour. This is held every evening.

Other facilities at Le Meridien Gurgaon include a well-equipped fitness centre, pool and spa. Guests can also partake in yoga and aerobic classes.

My India

Rohit Kaul recommends three must-dos in the country

Rishikesh

Don't miss the adrenaline rush of rafting down the river Ganges in Rishikesh region, north Uttarakhand. The place is regarded the mecca of white river rafting in the country and is popular with locals and foreigners. Those who prefer slower activities will also appreciate Rishikesh's serene surroundings, which provide a lovely spot for a game of volleyball or camping.

There is also a 1,000-year-old trail along the Ganges for one to explore.

Samode Palace

Rajasthan is known for its forts and palaces, landmarks that mesmerises any traveller. A highlight not to be missed is the Samode Palace, nestled in the Aravalli hills and about 43km north-west of Jaipur and 234km from Delhi. Its grand main entrance is testament to its glorious past. The palace has since been converted into a hotel with 43 spacious suites including 19 deluxe and four royal suites. One can choose to explore the palace grounds and later dine in its one of its splendored restaurants.

Culture Gully, Kingdom of Dreams

Kingdom of Dreams is an entertainment destination located in Gurgaon region of Delhi NCR. Culture Gully, one of the core attractions within Kingdom of Dreams, is an elaborate boulevard of culture, arts and cuisine. Spread over 9,290m², the venue replicates a busy Indian street and showcases India's renowned handicrafts and live performances by traditional artists. It can accommodate about 500 people.



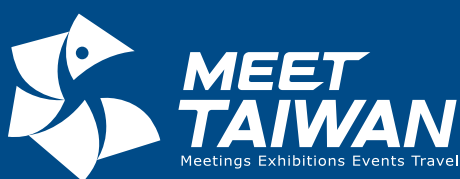
Kingdom of Dreams offers much fun for all ages



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AGSzy Bureau of Foreign Trade, MOEAT



Event Highlights

Correct as of 15 September

Legend

- IT&CMA / CTW Asia-Pacific Exhibitor
- IT&CMA Buyer (Association)
- IT&CMA Buyer (MICE and Luxury Travel)
- Media
- CTW Asia-Pacific Corporate Travel Manager
- CTW Asia-Pacific Conference Delegate
- Speaker
- Trade Visitor

28 Sept

1100 – 2000hrs IT&CMA and CTW Asia-Pacific 2015 Friendly Golf Game

Invited Delegates

1300 – 1900hrs
Pre-Show City Tours ● ● ● ● ●

29 Sept

0830 – 1530hrs | Lotus Suite 11, Level 22 CTW Asia-Pacific Travel Management & Procurement Meeting

Invited Delegates

ASEAN MICE Forums

Lotus Suite 9, Level 22
Registered Delegates Only



0900 – 1000hrs
A One-Stop MICE Wonderland

1030 – 1115hrs
Learning From Success: Case Studies

1115 – 1215hrs
Convention Bureaus & MICE –
Conduit for Economic Transformation

See page 18 for synopsis & speaker details

0900 – 1730hrs | Lotus Suites 1 & 2, Level 22
IMEX - MPI - MCI - IT&CMA Future Leaders Forum

Invited Delegates

1400 – 1500hrs | Lotus Suite 12, Level 22
Official Press Conference ●

- Darren Ng, Managing Director, TTG Asia Media
- Thailand Convention and Exhibition Bureau
- Thai Airways International Public Company Limited

1530 – 1600hrs | Pre-Function Area outside World Ballroom, Level 23
Networking Coffee Break for Exhibitors, Buyers and
Corporate Travel Managers ● ● ● ● ●

1600 – 1610hrs | World Ballroom A&B, Level 23
Opening & Welcome Remarks ● ● ● ● ● ● ● ● ● ●

- Darren Ng, Managing Director of TTG Asia Media

1610 – 1710hrs | World Ballroom A&B, Level 23
Keynote Address ● ● ● ● ● ● ● ● ● ●

Outlook of the Global MICE industry

1710 – 1725hrs | World Ballroom Level 23
Briefing for Exhibitors, Buyers and Corporate Travel
Managers ● ● ● ● ●

1730 – 1815hrs | Exhibition Hall, Level 22
Buyers-Meet-Sellers ● ● ●

1900 – 2130hrs | Live House@Central World
Opening Ceremony & Welcome Reception –
Heaven Unveiled. A Night in Paradise ● ● ● ● ● ● ● ● ● ●

Hosted by Thailand Convention & Exhibition Bureau



Presenting to you another perspective of Thai's earthly paradise. On this one night, indulge yourself with an unrivalled Thai cuisine, dance to the beat of the angels and feel the uniqueness of this heaven on earth.

30 Sept

CTW Asia-Pacific



Conference Sessions ● ● ● ●

0900 – 1000hrs | Lotus Suite 7, Level 22
Megatrends In The Corporate
Travel World

(Sponsored by Carlson Wagonlit Travel)

1030 – 1130hrs | Lotus Suite 7, Level 22
Staying Safe and Secure

Lotus Suite 7, Level 22

1130 – 1230hrs
3A: Why Group Transport
Deserves More Attention
(In Collaboration with ACTE)

Lotus Suite 11, Level 22

1130 – 1230hrs
3B: Strategic Meetings
Management In Action:
An APAC Case Study

1350 – 1450hrs
4A: Reconsidering Your
Hotel Procurement
Strategy

1350 – 1450hrs
4B: Using Technology:
Innovations for Onsite
Attendee Engagement

See pages 19–20 for synopsis & speaker details

1000 – 1030hrs | Open Space outside Lotus Suites 3&5 Level 22
Coffee Break by Oakwood WorldWide ● ● ● ● ●

1450 – 1520hrs | Open Space outside Lotus Suites 3&5 Level 22
Coffee Break by HRS ● ● ● ● ●



1530 – 1730hrs Exhibition Hall, Level 22
Business Appointments ● ● ● ● ●



0900 – 1800hrs | Exhibition Hall, Level 22
Exhibition

IT&CMA Business Appointments ● ● ● ● ●

Media Briefings ● Lotus Suite 9, Level 22

0930 - 1000hrs
Thailand Convention &
Exhibition Bureau

1400 - 1430hrs
Taiwan Tourism Bureau

1030 - 1100hrs
Malaysia Convention &
Exhibition Bureau

1500 - 1530hrs
Indonesia Convention
Exhibition

1130 - 1200hrs
Oakwood Worldwide

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

● ● ● ● ● ● ● ● ● ●



1010 – 1040hrs
Selling at Tradeshow

1500 – 1530hrs
Be Well at Tradeshow

See page 19 for synopsis & speaker details



1230 – 1345hrs | World Ballroom A, Level 23

Hosted Luncheon by Frasers Hospitality



For Invited CTW Asia-Pacific Buyers Only

1230 – 1345hrs | Lotus Suite 3, Level 22

Hosted Luncheon by Dubai Business Events



Invited Asian MICE meeting planners and decision planners will discover the latest offerings that dynamic Dubai has to offer in the business events field. It is also the perfect opportunity to get to know the Dubai Business

Events team as they are ready to answer questions over lunch and explore how they can help kick-start your next event in the city.

By Invitation Only

1230 - 1345hrs | World Ballroom B, Level 23

Hosted Luncheon by Seoul Metropolitan Government



Seoul is all set to wow buyers and media over an exclusive luncheon. Highlighting the event is a reveal of the city's special support programs that has been made easier for buyers to qualify, as well as a host of new incentives that invited guests can take advantage of.

By Invitation Only



Forums

Lotus Suite 5, Level 22

Association Day

1440 – 1550hrs | **Partnering Your Sponsors**

See page 18 for synopsis & speaker details

1555 – 1705hrs | Presentation Area, Exhibition Hall, Level 22

Destination Presentations

1105 - 1125hrs | **Thailand Convention & Exhibition Bureau (TCEB)**

1555 - 1615hrs | **Taiwan Convention & Exhibition Association**

1620 - 1640hrs | **Dubai Business Events**

1645 - 1705hrs | **Switzerland Tourism**

1830 – 2100hrs | World Ballroom A&B

Hosted Dinner by Tourism Promotions Board Philippines



In line with "It's More Fun in the Philippines" campaign, find out how 'fun works' in the Philippines at the exclusive dinner. Business and MICE events are serious business, but in the Philippines, it is more effective and productive when combined with fun, warm, happy English-speaking people, efficient service, wide array of destination choices, MICE-ready facilities and value-for-money alternative activities.

For Buyers Or By Invitation Only

1 Oct

0900 – 1800hrs | Exhibition Hall, Level 22

Exhibition

IT&CMA Business Appointments

Media Briefings Lotus Suite 9, Level 22

0930 – 1030hrs | **Special Holiday® Travel Pvt Ltd**

1030 – 1100hrs | **Airports of Thailand Plc.**

1130 – 1200hrs | **Thai Airways International Public Company Limited**

CTW Asia-Pacific

0900 – 1100hrs | Exhibition Hall, Level 22

CTW Asia-Pacific Business Appointments



1100 – 1130hrs | Open Space outside Lotus Suites 3&5 Level 22

CTW Asia-Pacific Coffee Break



Lotus Suite 7, 11, Level 22

Conference Sessions

1130 – 1230hrs | **Traveller Loyalty In The Airline Industry**

1400 – 1500hrs | **Assessing The Performance of Your TMC**

1530 – 1630hrs | **Learning From Success: FlexTravel**

1630 – 1730hrs | **What's Happening In Air Distribution**

See pages 19–20 for synopsis & speaker details

1500 – 1530hrs | Open Space outside Lotus Suites 3&5 Level 22

CTW Asia-Pacific Coffee Break



Forums

Lotus Suite 5, Level 22

Association Day

0900 – 1000hrs | **Mapping Out Excellence In Communication**
(In collaboration with ICCA)

1030 – 1130hrs | **Learning From Success**

1400 – 1500hrs | **Associations for Association Executives**

See page 18 for synopsis & speaker details

1500 – 1700hrs | Exhibition Hall, Level 22

Business Appointments Sessions

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

1125 – 1155hrs

Event Apps Evolved: Make an App for Everything

See page 19 for synopsis & speaker details



1230 – 1345hrs | Networking Lunch Area, Exhibition Hall, Level 22

14th Sticky Awards Lunch

The annual Sticky Awards applauds the ingenuity and innovative efforts of IT&CMA and CTW Asia-Pacific delegates who have delighted their peers with unforgettable exciting exhibits, booths, functions, promotions, individual personalities and green efforts at the year's event. Find out who is our newest "Stickiest Social Sharing" winner of 2015.

IT&CMA and CTW Asia-Pacific Media Feedback Session

1400 – 1500hrs | Lotus Suite 9, Level 22

•Darren Ng, Managing Director of TTG Asia Media

2-4 Oct

Post-Show City Tours

- Krabi
- Koh Samui





Education Highlights

KEYNOTE ADDRESS | 29 SEPTEMBER | 1610 - 1710hrs | World Ballroom A&B, Level 23

Outlook of the Global MICE Industry

What will the future hold for the MICE industry? This high-level plenary session brings together CVB representatives from around the world to discuss the latest trends, challenges and opportunities facing the sector and what industry players can do now to succeed tomorrow.

Moderator: Gary Grimmer, CEO, **GainingEdge**

Panellists: Anja Loetscher, Director, **Geneva Convention Bureau** | Maureen O’Crowley, Executive Director, MICE Division, **Seoul Tourism Organisation** | Supawan Teerarat, Vice President & CMO, **Thailand Convention & Exhibition Bureau**

ASEAN MICE FORUM | 29 SEPTEMBER | Lotus Suite 9, Level 22

0900 - 1000hrs | ASEAN MICE Forum 1 | **A One-Stop MICE Wonderland**

ASEAN member nations’ proximity and varied appeals mean the region can be packaged as a one-stop destination for different types of business events, from trade conferences to corporate incentives and teambuilding. Join us for this plenary session to discuss how multi destination programmes can be put together in ASEAN and get the latest MICE developments from across the region.

Moderator: Karen Yue, Group Editor – TTG Travel Trade Publishing, **TTG Asia Media**

Panellists: Hugo Slimbrouck, Director of Strategic Partnerships, **Ovation Global DMC** | Addie Pornthip, Deputy CEO, Destination Asia Group and Managing Director – Thailand, **Destination Asia**

1030 - 1115hrs | ASEAN MICE Forum 2 | **Learning From Success: Case Studies**

This session features a series of mini case studies by industry players on how they did a meeting, incentive, convention and exhibition in relatively ‘fresh’ ASEAN destinations.

Presenter: Kris Srisatin, Founder & Managing Director, **Stream Events Asia**

1115 - 1215hrs | ASEAN MICE Forum 3 | **Convention Bureaus & MICE – Conduit for Economic Transformation**

For any destination, convention bureaus can play an essential role in the development of the local MICE industry thereby creating a multitude of broader economic benefits. This session discusses the significance of convention bureaus and why they are important at a country/city level.

Presenter: Gary Grimmer, CEO, **GainingEdge**

ASSOCIATION DAY FORUM | 30 SEPTEMBER AND 1 OCTOBER | Lotus Suite 5, Level 22

30 September | 1440 - 1540hrs | Association Day Forum 1 | **Partnering Your Sponsors**

For associations, the sponsorship dollar is as important as it is elusive. Building greater efficiency into your sponsorship programme could start from changing your perspective and looking at potential sponsors as business partners. How do you create a menu of sponsorship opportunities that deliver greater value to your sponsors? This session will draw upon what is known about industry best practices informed by a case study of the Mathematical Association of Victoria.

Speaker: Simon Pryor, Chief Executive Officer, **Mathematical Association of Victoria**

1 October | 0900 – 1000hrs | Association Day Forum 2 | (In collaboration with ICCA) **Mapping Out Excellence In Communication**

Effective communication is more essential than ever before, even more so when it comes to association management. However, managing effective communication with association members, especially on important issues of interest, is not as simple as many think. It involves different communication levels with members of different backgrounds, experience and levels of authority. In this session, Noor shares his experience communicating with over 200 members from 83 cities in Asia Pacific – showing how effective communication can not only deepen member engagement, but also ensure continued growth in the association itself. Does an association need any specific strategy in communications, especially when it is dealing with members in a vast geographical area?

Speaker: Noor Ahmad Hamid, Regional Director Asia Pacific, **International Congress and Convention Association**

1 October | 1030 – 1130hrs | Association Day Forum 3 | **Learning From Success**

With the growth in revenue generated with the increase in the number of international congresses all over the world, it is important to know how cities are selected by international organisers for their meetings. This session will provide attendees with an overview of the selection procedure involved by international organisations in their choice of locations.

Speaker: Richard Holmes, International Director of Meeting, **International League Against Epilepsy**

1 October | 1400 – 1500hrs | Association Day Forum 4 | **Associations for Association Executives**

Bringing together association executives can create an active community of likeminded professionals, enhance collaboration and learning and take the professional as a whole forward. In this session, we discuss how such associations can benefit their members and what association executives need and want from these organisations.

Panellists: Gary Grimmer, CEO, **GainingEdge** | Simon Pryor, Chief Executive Officer, **Mathematical Association of Victoria** and Past President, **Australasian Society of Association Executives (AuSAE)** | Daniel Strassberg, President, **Quest Asia & Quest Australia & New Zealand**



From left to right: Anja Loetscher, Christopher Toh, Daniel Strassberg, Gary Grimmer, Hugo Slimbrouck, Karen Yue, Kris Srisatin, Noor Ahmad Hamid, Sarah Skavron, Simon Pryor

CAMPFIRE KNOWLEDGE SESSIONS | 30 SEPTEMBER AND 1 OCTOBER | Presentation Area, Exhibition Hall, Level 22

30 September | 1010 - 1040hrs | Campfire Knowledge Session 1 | **Selling at Tradeshows**

Optimise every business appointment and sales opportunity on the showfloor! In this campfire session, we will share proven strategies to help sellers effectively engage buyers while offering buyers useful insights on the sales process.

Speaker: Hugo Slimbrouck, Director of Strategic Partnership, **Ovation Global DMC**

30 September | 1500 - 1530hrs | Campfire Knowledge Session 4 | **Be Well at Tradeshows**

Business travel and attending trade shows can be very intense and exhausting for your body and brain. How can you stay well when away from your usual environment? Join this campfire for the best tips from experienced travellers and learn easy exercises that you can in your hotel room or during breaks to make the most of your time at IT&CM Asia and your next trip.

Speaker: Sarah Skavron, Knowledge and Events Executive, **IMEX Group**

1 October | 1125 - 1155hrs | Campfire Knowledge Session 6 | **Event Apps Evolved: Make an App for Everything**

Event organisers have embraced mobile apps as the perfect way to communicate directly with attendees at their events. Over the past several years, however, event apps have become so ubiquitous and easy to create that organisers are finding new and exciting uses that cover all their events from large to small. Guidebook gives insight collected from its 25,000 published event guides as to how you can move beyond conventional thinking to scale your apps to fit all your many use cases.

Speaker: Christopher Toh, Country Manager for Singapore, **Guidebook**

CTW ASIA-PACIFIC SESSIONS | 30 SEPTEMBER AND 1 OCTOBER

30 September | 0900 - 1000hrs | CTW Asia-Pacific Session 1 | Lotus Suite 7, Level 22

Megatrends In The Corporate Travel World (Sponsored by Carlson Wagonlit Travel)

In the corporate travel industry, some trends blow over but others are game-changers. This session considers the emergence of the sharing economy, both in the accommodation and transport sectors, and how it could reshape the future of corporate travel.

Moderator: Kevin Iwamoto, Vice President of Industry Strategy, **Lanyon**

Panellists: Alvan Aiau, Vice President, Global Sales & Program Management, Asia Pacific, **Carlson Wagonlit Travel** | Craig Ryan, Managing Director, Asia Pacific, **Oakwood Worldwide** | Amarnath Lal Das, General Manager – India Travel, **Accenture**

30 September | 1030 - 1130hrs | CTW Asia-Pacific Session 2 | Lotus Suite 7, Level 22 | **Staying Safe and Secure**

Hotels, as venues for both travel accommodation and business meetings, can play an important role in ensuring traveller safety and security. In this session, learn about the Global Hotel Security Standard®, what major hoteliers are doing to improve their security management through third-party certification and validation and how their efforts may help you mitigate travel risk.

Speakers: Bert van Walbeek, Area Business Development, **Safehotel Alliance Asia** | Hans Kanold, CEO, **Safehotel Alliance**

Panellists: Eric Brand, General Manager/Director of Operations, **Arnoma Grand Bangkok** | Geoffrey Fordham, Senior Vice President, Engineering, Safety and Security, **Onyx Hospitality Group** | Geetha Arekal, APAC Travel Head, **Unilever Industries**

30 September | 1130 - 1230hrs | CTW Asia-Pacific Session 3A Lotus Suite 7, Level 22

Why Group Transport Deserves More Attention

Traditionally, ground transport does not play a starring role in corporate travel programmes, often outshined by air and accommodation. However, road travel is statistically the most dangerous component of a trip and duty-of-care responsibilities are prompting more corporates to sit up and pay attention. This session considers the why and how of a carefully managed ground transport programme.

Moderator: Benson Tang, Regional Director for Asia, **ACTE**

Panellists: Chris Parker, Sales & Marketing Director, APAC, **Carey International**
Crispian Lye, Regional Director of Sales – Southeast Asia, **FCm Travel Solutions**

30 September | 1130 - 1230hrs | CTW Asia-Pacific Session 3B Lotus Suite 11, Level 22

Strategic Meetings Management in Action: An APAC Case Study

Understanding Strategic Meetings Management (SMM) can be quite different from implementing it. This session looks at what it takes to design a large-scale SMM programme, outlines common challenges that you may face in rolling it out and discusses the potential benefits to your organisation.

Moderator: Kevin Iwamoto, Vice President of Industry Strategy, **Lanyon**

Speaker: Jung Ji-Hee, Director, Global Meetings Policy & Platform Lead, **Pfizer**

30 September | 1350 - 1450hrs | CTW Asia-Pacific Session 4A Lotus Suite 7, Level 22

Reconsidering Your Hotel Procurement Strategy

Are fixed hotel rates more favourable than dynamic pricing? How does the dynamic pricing model work – and more importantly, will it work for you? This session will weigh the pros and cons of the two options and discuss which model pays off the most.

Moderator: Chris Reynolds, Senior Partner, **3SIXTY Global**

Panellists: Sarah-Jane Tempest, Director of Corporate Solutions, Asia Pacific **HRS – The Hotel Portal** | Duan Huilian, Territory Head of Sales, China and Southeast Asia, **Best Western International** | Lena Khoo, Regional Head of Travel, APAC, **Credit Suisse AG**

30 September | 1350 - 1450hrs | CTW Asia-Pacific Session 4B Lotus Suite 11, Level 22

Using Technology: Innovations for Onsite Attendee Engagement

It has been found that the average attention span of an event delegate is now eight seconds—one second less than a goldfish. What can meeting planners do to grab and hold attention? In this session, we discuss how technology can help you with ongoing attendee engagement—before, during and after an event—for more effective results.

Speaker: Kevin Iwamoto, Vice President of Industry Strategy, **Lanyon**

1 October | 1130 - 1230hrs | CTW Asia-Pacific Session 5 | Lotus Suite 7, Level 22 | **Traveller Loyalty In The Airline Industry**

Airline loyalty initiatives like frequent flyer programmes have been around for a long time but are they effective in engaging and directing traveller behaviour? This session discusses the changing needs and demands of business travellers, what airlines can do to reconnect with them and how airline alliances can play a part.

Moderator: Alvan Aiau, Vice President, Global Sales & Program Management, Asia Pacific, **Carlson Wagonlit Travel**



The 23rd IT&CMA and 18th CTW Asia-Pacific

1 October | 1400 - 1500hrs | CTW Asia-Pacific Session 6 | Lotus Suite 7, Level 22 | **Assessing The Performance of Your TMC**

Is your travel management company (TMC) doing a good job? How can you tell? This session considers key performance indicators from both perspectives – how a TMC defines performance and whether this is congruent with the expectations of their clients.

Presenter: Chris Reynolds, Senior Partner, **3SIXTY Global**

1 October | 1530 - 1630hrs | CTW Asia-Pacific Session 7 | Lotus Suite 7, Level 22 | **Learning From Success: FlexTravel**

This is a case study session based on Flextronics International. With an annual travel spend of US\$100 million, learn how the company consolidated five TMC's into a global platform, expanded its OBT footprint and implemented a global BTA payment reporting solution to enable a truly global travel management programme and operations.

Presenter: Taro Matsumoto, Senior Director, Global Procurement, **Flextronics International**

1 October | 1630 - 1730hrs | CTW Asia-Pacific Session 8 | Lotus Suite 7, Level 22 | **What's Happening In Air Distribution**

From IATA's New Distribution Capability to recent developments in airline strategy, the air distribution landscape is changing dramatically. This session discusses what's happening and what it means for the corporate travel industry.



1st row from left to right: Alvan Aiau, Amarnath Lal Das, Benson Tang, Bert van Walbeek, Chris Parker, Chris Reynolds, Craig Ryan, Crispian Lye, Duan Huilian, Eric Brand
2nd row from left to right: Geetha Arekal, Geoffrey Fordham, Hans Kanold, Jung Ji-Hee, Kevin Iwamoto, Lena Khoo, Sarah-Jane Tempest, Taro Matsumoto

IT&CMA 2015 Chosen To Promote ASEAN MICE Through Debut Forum



The ASEAN MICE Forum (AMF) @ IT&CMA will debut on 29 September in Bangkok, in conjunction with The Leading International MICE Event Centered In Asia-Pacific. The only one of its kind in the world, AMF was made possible with the endorsement of the ASEAN Tourism Marketing and Communication Working Group.

"The AMF @ IT&CMA is the first major step we are taking to raise awareness of the ASEAN region, made up of the 10 member countries,

as a collective MICE destination. The AEC collaboration and close ties between the ASEAN nations literally expands the possibilities of any MICE programme to the region, as it can take on a multi-nation approach which will offer diversity and unique cultural experiences for participants. We are excited to initiate conversations with global MICE leaders during the forum," said Khairuddin Abdul Hamid, Deputy Permanent Secretary, Ministry of Industry and Primary Resources, Brunei Darussalam, and concurrently the Chairman of ASEAN Tourism Marketing and Communication Working Group, ASEAN Secretariat.

Organised by TTG Events, AMF will be attended by some 50 global industry leaders including tourism heads from the ASEAN nations, IT&CMA buyers, exhibitors, and media.

Access to AMF is complimentary for all IT&CMA 2015 delegates. Industry members who are not registered for IT&CMA can access the forum at US\$50.

IT&CMA and CTW Asia-Pacific Seeks "Stickiest Social Sharing" Winner



IT&CMA and CTW Asia-Pacific 2015 has added a new title to its Sticky Awards honour-roll in search for the "Stickiest Social Sharing" delegate. Open to all registered event delegates, this initiative is aimed at encouraging attendees to share their show experience with peers through social media and via the mobile app in-guide sharing platforms.

Like the other Sticky Award titles, the "Stickiest Social Sharing" winner will be determined by votes from other delegates, as well as by the organisers who will consider both the content and frequency of posts that had left the biggest impression. Shares made in the lead-up to the event will also be considered. The winner will be announced during the "Sticky Awards" Networking Lunch on 1 October.

To facilitate winner selection, all posts must be identifiable with the delegate's registered name and company name along with the relevant hashtags #itcma2015 and/or #ctwapac2015 on Twitter,

Facebook or the mobile app in-guide photo gallery. Delegates are also required to log-into the mobile guide and check themselves in as an attendee to qualify for the award.

#itcma2015 #ctwapac2015



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