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Indonesia eyes US meets as ban is lifted

By Mimi Hudoyo

The lifting of the ban on Indonesia carriers by the US Federal Aviation Administration (FAA) has Garuda Indonesia eager to restart services to the US, and the MICE trade expects this to rekindle interest in Indonesia as an incentive destination.

Following FAA's upgrade of the country's aviation status to Category One on August 16, a move that opens the way for Indonesia airlines to initiate flights to the US, Garuda Indonesian has stated its intentions to fly to the US next year.

"The plan to fly to the US is part of Garuda's business expansion to strengthen its position as a global (airline) player. With the FAA rating upgrade, we are trying to materialise our plan even sooner," said Benny Butarbutar, vice president corporate communications for

Garuda Indonesia.

Benny said the current plan was to operate a wide-body Boeing 777-300ER aircraft via Tokyo Narita for the US service, leveraging the fifth freedom rights enjoyed by Indonesian carriers with Japan.

Based on its projection of 400,000 passengers a year for the US sector, Garuda plans to fly to either Los Angeles or New York. The airline used to operate the Jakarta-Honolulu-Los Angeles route in the early 1990s but the service was terminated during the Asian financial crisis in 1997.

Awaiting the potential new connection is Mario Scozia, executive director A&A Incentives, Meetings & Conferences, US. He said: "With proper time

and marketing efforts as well as support to dedicated loyal suppliers such as ourselves, I believe that (Garuda's planned US flight) will do well and gain a solid share of the business, especially on the Los Angeles-Denpasar route. Bali would be the primary destination.

"We are using other airlines now with connections but losing the in-flight Indonesian experience (without an Indonesian national carrier)," remarked Scozia, adding that Garuda's flights from the US to Indonesia and Bali in the early 1990s helped the industry to grow its Indonesian business.

Susilowani Daud, president director of PACTO Convex, agreed that having a national

carrier with good air connections worldwide would definitely "help in promoting a country" on the global MICE stage, and comes especially vital at a time when security and accessibility are "top considerations" in securing bids.

Garuda's prospective service to the US next year is also opportune, added Susilowani, as Indonesia will host the World Bank Conference in Bali in 2018 with 15,000 participants expected.

Iqbal Alan Abdullah, chairman of the Indonesia Congress and Convention Association, said: "Incentives from the US are a big market. Indonesia has received some groups from the US-affiliated companies, but improved accessibility will definitely help."

But he also questioned Garuda's commitment to its

services, as he opined the carrier had in the past abruptly plugged services on routes that did not return quick yields.

"Marketing and preparing for MICE (groups) takes time, and we want to make sure that by the time the group travels the service is still there," Iqbal said, urging the national carrier to do a thorough assessment of the market before initiating the service.

Meanwhile, Scozia expects Indonesia to start building awareness of the country. "Open a tourism office even if it is staffed by one person, (rather than) a representation company," he remarked.

Other ways Indonesia could step up promotion includes hosting workshops and inviting incentives planners and their main corporate clients to experience Garuda's services.



Susilowani: good timing

Cruises ride the MICE wave

By Dannon Har

Cruising is increasingly accounting for a greater proportion of global MICE revenue as cruise lines continually upgrade their offerings to cater to the diverse needs of groups big and small.

Diana Bloss, director of operations at Worldwide Cruise Associates, a specialist in organising cruise products for incentive buyers and meeting planners, said the segment is "very definitely" taking up a larger portion of the MICE pie.

She has seen healthy year-on-year sales growth of "approximately five per cent, keeping in mind it is a contested election year in the US, which always has an effect".

Affirming Bloss' observation, Celebrity Cruises associate vice president, corporate incentives & charter sales, Lisa Vogt, said: "MICE has been picking up momentum in recent years and is continually gaining more share of our overall business year-over-year."

MICE business is also a growth area for Royal Caribbean Cruises, taking up roughly 30 to 40 per cent of total sales in markets like Thailand and Indonesia, according to Sean Treacy, managing director Sin-

gapore and South-east Asia.

But it differs from market to market as sailings out of Singapore sees MICE account for a more modest five to 10 per cent of bookings, he added.

Better telecommunications is one essential enhancement that is propping up MICE demand for cruises, Bloss pointed out, especially as Norwegian

Cruise Lines, Carnival Cruises, Costa Cruises and Royal Caribbean had this year rolled out upgraded Wi-Fi facilities powerful enough for Skype teleconferences.

"Our MICE groups really appreciated it when we introduced our super high-speed internet, called Xcelerate, across our entire fleet," remarked Vogt.

Another major draw for MICE groups is the all-inclusive nature and flexibility of cruise products, explained Vogt, who sees uptake from across various sectors including pharmaceutical, insurance, franchises and direct selling companies. "It is growing as a popular choice for incentive travel and corporate meetings and events," she said.

Bloss concurred: "Our sales are pretty equal between whole ship charters and groups..It depends on (cruises ships') availability and location."



Treacy: calm seas ahead for MICE

TTGmice celebrates ASEAN's 50th anniversary with special publication



ASEAN member nations' singular and collective pursuit of the business events market may have started later than their quest for holidaymakers, but it is catching up fast.

In this region today are several integrated resorts with MICE capabilities as well as a good mix of business hotels under international and homegrown brands. Notable tourism and civil infrastructure investments are being made in every member country.

Young individuals are also stepping up to lead and revolutionise the way business is done.

TTGmice ASEAN's 50th Anniversary Special Issue takes a look at these achievements and more, and hears from trade experts how South-east Asia can benefit from being positioned as a single destination and what more needs to be done.

If you are not subscribed to TTGmice and would like a copy of this special issue, access the ebook at <http://bit.ly/2d2sY07>

TCEB bids you to meet in style in Thailand

Thailand Convention & Exhibition Bureau (TCEB) will introduce a new marketing campaign, *Meet in Style, Meet in Thailand*, next year.

The campaign will revolve around five meeting and incentive products and services, as follows:

- Delightful Destinations, showcasing popular MICE cities, the Khao Yai national park, cultural Chiang Rai and the popular resorts of Hua Hin, Samui and Krabi;
- Meet at Breathtaking Venues, focusing on Thailand's unique and exotic locations;
- Meet with Energy, aimed

at building teamwork and for delegates to enjoy Thailand's unparalleled outdoor facilities;

- Meet the Sustainable Way, focusing on CSR and green meetings; and
- Meet Around Great Flavours, taking delegates on a culinary journey – for who can resist or forget Thai food.

TCEB also has a 2017 strategic plan to promote the conventions sector. It will emphasise more on major conferences and conventions in five focus industries, namely, Health & Wellness; Energy; Food & Agribusiness; Infrastructure & Logistics; and Automotive

& Electronics. It said this is in line with the government's 4.0 economic model which aims to develop Thailand into a value-based economy.

Additionally, its *Convene in Paradise* campaign, introduced for the 2016/17 fiscal year, provides subsidies for conventions with at least 1,000 international delegates, conventions in the five focus industries with at least 500 international delegates, and offshore meetings of international professional associations with at least 200 international delegates, where 80 per cent of the delegates are from the same country.

Hyderabad Convention Visitors Bureau, India

Hyderabad Convention Visitors Bureau (HCVB), India's first and only regional CVB, aims to promote Hyderabad as the country's premier MICE destination. The bureau is a one stop shop for all MICE business enquiries and extends assistance to global organisers in planning and facilitating conferences in the city. Its philosophy is based on 'taking' Hyderabad to the world and (bringing) the world to Hyderabad', while capitalising on the city's richness in the science, IT, pharmaceutical and healthcare industries. Buyers and other visitors at IT&CMA can make a stop at the HCVB booth to see what the city has to offer.

Aetas Hotels and Residences, Thailand

Aetas Hotels and Residences is located at the centre of Bangkok's shopping, business, and diplomatic districts. Through its commitment to the spirit of hospitality, efficient services, and accommodation and facilities, the property seeks to provide a haven of comfort in the city.

A Skytrain station is within five minutes' walk from the property, making commuting easy for guests.

Contact: Pitchawee_J@aetashotels.com



Marriott Hotel Manila, Philippines

Marriott Hotel Manila stands as a centerpiece in the dynamic mixed-use development of Resorts World Manila, located opposite Ninoy Aquino International Airport Terminal 3. The five-star property touts being a "destination in itself", poised to become the Philippines' most unique and comprehensive destination for MICE.

The hotel currently features 342 rooms and suites and will open the West Wing in early 2016, adding 228 more rooms. Guests can enjoy "premium Wi-Fi capability", i-Pod docks and over-sized bathrooms in the rooms, in addition to mobile check-in and check-out.

The property provides views of the Villamor Golf Course, the Makati skyline, Fort Bonifacio and the airport.



InterContinental Bali Resort, Indonesia

Located along a stretch of white sand beach overlooking Jimbaran Bay, InterContinental Bali Resort features 417 guestrooms in three levels of accommodation. The property embraces a 14-hectare tropical landscape blending indigenous flora, gentle waterways and stone statues reflecting the island's heritage. Other offerings include six swimming pools, the Planet Trekkers children's resort, a fitness centre and plenty of recreational activities to keep guests occupied throughout the day. It also features Spa Uluwatu for individual spa sessions, while the exclusive Villa Retreats provides spa packages for couples.

Contact: Ina.Ferati@ihg.com

Dusit Thani Bangkok, Thailand

The Dusit Thani Bangkok feels it can claim to be the best-located hotel for MICE events in the 'City of Angels'. Right on its doorstep is the interchange of Bangkok's two mass-transit systems, the Skytrain and the MRT. Within a 500-metre walking distance are the Silom and Patpong night markets and entertainment areas. The entrance-exit expressway ramps to both Suvarnabhumi and Don Mueang airports are just two kilometres away.

Medium-sized conventions and conferences can be comfortably hosted at the 1,200-seat Napalai Ballroom, and smaller functions and break-outs at any of the 12 additional halls and rooms. The property also features of 10 restaurants and bars, an elegant spa and fitness centre, and 517 rooms and suites.

Millennium Resort Patong, Phuket, Thailand

Millennium Resort Patong, Phuket is located beside Phuket's largest and newest mega mall and entertainment complex, Jungceylon Shopping Centre, and has restaurants, shops, cinemas and entertainment on its doorstep. The resort features the 300-square-metre Jungceylon Ballroom, which can hold up to 300 guests, and nine meeting rooms, the biggest of which has a capacity for 100 guests.

Contact: Suchada.Traipattanaphitak@millenniumpatong.com

Mövenpick Hotel Sukhumvit 15 Bangkok

The property features 297 modern-style rooms and suites (Superior Room, Deluxe Room, Executive Floor Room, Executive Suite Room, Executive Lounge), the Lela-wadee International Restaurant, a lobby bar, a rooftop bar, a fitness center, and a 20-metre outdoor swimming pool.

MICE facilities at the hotel include three meeting rooms, the 180-square-metre Lotus Ballroom for up to 130 guests, the 120-square-metre Orchid Room for up to 100 guests and the 56-square-metre Garden Room for up to 40 guests.

Contact: Taweesak.Tippayaphan@movenpick.com

Bangkok Marriott Marquis Queen's Park, Thailand


Bangkok Marriott Marquis Queen's Park will start operations on November 16 as a five-star hotel located in the heart of Bangkok city. Surrounded by luxury retail options, the full-service property will feature 1,360 guestrooms, a grand ballroom (1,260m²) and two smaller ballrooms (approximately 600m² each), as well as 38 meeting rooms plus outdoor event space and F&B outlets.



Jeju Conventions & Exhibitions Bureau, South Korea

Jeju Island, home to abundant natural beauty and top-class facilities for MICE, boasts several other sell-points such as: visa exemption for visitors from 180 countries, such as China, for stays of up to 30 days; being the world's first site to have gained three UNESCO designations in the field of nature and science – Biosphere Reserve, World Natural Heritage, and Geoparks; its position as a gateway to Asia and the Pacific; and being South Korea's designated International Convention City.


Contact: ramy@jejuvb.or.kr



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Profile: Corporate travel managers

Amorciella Gilos

Travel manager,
Convergys Philippines Services

What are your expected takeaways from the educational topics this year?

As a new travel manager at Convergys, I am eager to learn the current market trends, issues, best global practices, and how we can leverage our existing travel management companies to provide the most economical rate to our travellers which will result to cost savings to the company.

What suppliers are relevant to your corporate travel programmes?

Airlines and airline alliances; GDSs; hotels & resorts; serviced apartments; TMCs

Jasminder S Brishan

Senior manager – global travel,
Ocwen Financial Solutions, India

What are your expected takeaways from the educational topics this year?

I'm keen on hearing about the challenges and emerging trends of the travel industry; travel expense payment, accommodation options and reporting; and pain points of TMCs.

What suppliers are relevant to your corporate travel programmes?

Airlines in markets such as Thailand and Malaysia, and specifically Cathay Pacific; hotel suppliers; virtual card expense payments.

Kishore Rames

Travel manager Asia-Pacific,
National Oilwell Varco, Singapore

What are your expected takeaways from the educational topics this year?

I'm keen on tips for travel programme auditing and cutting travel costs.

What suppliers are relevant to your corporate travel programmes?

Hotels; land transfer suppliers; airlines in Asian markets such as Australia, New Zealand, Vietnam, Thailand, Malaysia, Myanmar, South Korea and China.

Paul McGowan

Director, Stunning Makeovers,
New Zealand

What are your expected takeaways from the educational topics this year?

Expense management and travel management programme audit are of particular interest to me. It is also important to hear how my peers handle these matters.

What suppliers are relevant to your corporate travel programmes?

Stunning Makeovers is a leading medical tourism company that facilitates (end-to-end) arrangements for clients seeking cosmetic surgery, medical treatment and dentistry in Thailand. Our suppliers of interest include boutique hoteliers, limousine services, tour operators and DMCs.

Rajesh Gupta

Consultant – global travel and meeting services, Eli Lilly and Company, India

What are your expected takeaways from the educational topics this year?

We look forward to gaining insights on new developments in the industry that pave the way to improve overall corporate travel programmes.

What suppliers are relevant to your corporate travel programmes?

Players in Asia-Pacific including meeting organisers, hotel chains and ground transportation companies.

Vinitee Mishra

Manager – global travel,
Utopia Global, India

What are your expected takeaways

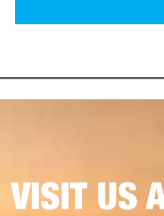
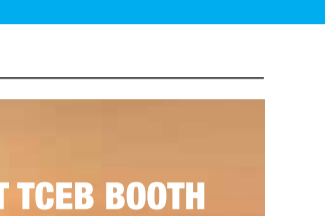
from the educational topics this year?

I look forward to getting information on travel spend management.

What suppliers are relevant to your corporate travel programmes?

We have the Egencia online travel portal and look forward to finding out the best way we can make online travel tools competitive and cost effective.

Clockwise from right: Amorciella Gilos, Jasminder S Brishan, Paul McGowan, Kishore Rames, Vinitee Mishra



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Profile: Buyers

I am looking for new destinations in Asia as well as new luxury products, unique venues and attractions, and high quality hotels with conference facilities for of up to 40 persons. I'm also on the lookout for historical attractions, interesting cooking classes and elegant dinner venues.

- Andrzej Rutkowski, group advisor, Supertour Lufthansa City Center, Poland



I am looking for amazing travel experiences – not just luxury ones – that will deliver our promise to offer clients things that make them say, “wow!”.

- Ben Gosman, managing director, Free Style, Netherlands



As a returning buyer to IT&CMA, I look forward to networking opportunities and to better understand new destinations. My company is keen to promote and develop business relationships with DMCs operating in these

destinations for our growing business needs, specifically those in Vietnam and Cambodia for Indian MICE market to promote group tours.

- Debasish Maitra, director, IJ Dream Vacation, India



I am focusing on South-east Asia at IT&CMA 2016. Having developed nice programmes in Bangkok, Kanchanaburi Province, Chiang Mai and Chiang Rai, my attention is now on Indonesia since various Middle Eastern carriers are now offering new connecting flights to the destination.

I also wish to re-connect and/or extend (partnerships) with professional MICE players such as DMCs, hotels and CVBs.

I'm always curious about what's new and what's trending.

- Eric Moris, owner/managing director, Business Pass Travel & Incentive Company, Belgium

As a returning buyer, I am looking for luxury products and quality services from New Zealand, Asia, Australia, Europe, South Africa, and many more.

- Harshil Shah, partner, Shree Harshil Tours and Travels, India



Wat Rong Khun, Chiang Rai

TMC is a Viennese travel agency specialising in the development and organisation of worldwide incentive programmes for the Austrian corporate market. In addition, we organise luxury trips and business travel for our VIP clients.

(We) are seeking contacts for creative and professional DMCs. New ideas, activities, beautiful venues, superb restaurants and of course, (quality, four-star and up) accommodation are important to us. It has been quite a while since I could attend IT&CMA and I hope to come away from this year's show with many new contacts and ideas for future projects.

- Peter Hirschler, managing director, TMC Tourism Marketing Consulting, Austria



I am a returning buyer at IT&CMA 2016, and this time I am interested in Thailand, Japan and Taiwan for meetings, incentive programmes, conventions and conferences. I'll be needing contacts in transport, conference hotels, teambuilding programmes and exhibition setup suppliers.

- Feng Min, general manager, Guangzhou Hand In Hand Travel Service, China

I'm here at IT&CMA 2016 to buy products from different exhibitors and meet with fellow travel professionals

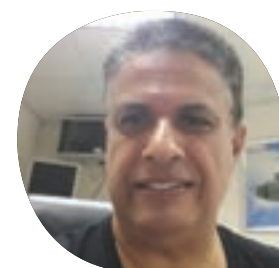
to learn and share different ideas. It is my first time at this show, and I hope to build knowledge at this event that will be beneficial for my business.

- Fazal Elahi, CEO, The Vision Travel, Pakistan



Asia is unique, and Thailand is a particularly special destination for my company's future programmes. I am interested in collaborating with four- and five-star hotels, MICE agencies, event organisers, local partners for teambuilding exercises and transportation service providers.

- Irina Fediouchkina, CEO, Carthinka Incentive, Italy



We are international conference organisers looking for suppliers and venues in Thailand, Vietnam, Cambodia and Singapore. Last October, we did a one-week conference for 1,000 pax at Inter-Continental Bangkok and a few nearby hotels. We are now looking to hold a conference for 200 pax in Vietnam, Cambodia and Singapore.

- Shali Hizkiahou, director, Business Time Scanorama, Israel



Bangkok, Thailand



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India's MICE moves on up

An improved MICE bureau, new source markets are propelling India's MICE forward, writes **Rohit Kaul**

The year 2016 is shaping up positively for India's inbound MICE sector, with several trade players reporting that demand from new markets is emerging alongside usual business from traditional source markets in the US and Europe.

Rajeev D Kale, president and country head – leisure travel, MICE with Thomas Cook (India), told the *Daily*: “We have observed that India has received (growing) interest from the global MICE market this year. Comparative cost advantage, developing infrastructure, presence of attractive stay options and aviation upgrades have all placed India in a favourable light among MICE buyers.

“We have seen the emergence of newer markets such as Latin America, Japan, Russia, China and Far East.”

Prasant Saha, CEO of CIM Global India, added that India's inbound MICE business had benefitted from disturbances in other Asian and European destinations.

Meanwhile, India's Ministry of Tourism's recent decision to restructure the India Convention and Promotion Bureau (ICPB) has fuelled a more persistent positive outlook for the country's MICE business.

Chander Mansharamani, managing director of Alpcord Network Travel & Conferences, said: “After the restructure, ICPB and the Ministry will work closely as a team to market India as a MICE destination. With support from the Ministry, ICPB can bid for international conferences.”

Mansharamani believes that the restructure will be completed by the end of this year, and thereafter his company will have “proper plans in place to market India”.

The country's improved MICE appeal



Hyderabad, India

was captured by ICCA's 2015 global rankings. India rose four positions to take 31st position.

Neil Paterson, general manager, Novotel Hyderabad Convention Centre & Hyderabad International Convention Centre (HICC), remarked that “Hyderabad has seen some of its best years when it comes to MICE over the last two years”.

Paterson said: “The fact that the city consistently features in the top Indian MICE destinations as per ICCA's annual report stands as a testament to the same. In fact, the past six months have seen over 200,000 registered delegates attending various events at the Centre.”

HICC itself has enjoyed an eventful 2015. Some of the most ambitious government initiatives like *Swachh Telangana* and *Make in Telangana* were kick-started at the Centre in the same

year that also saw international conferences such as International Parallel & Distributed Processing Symposium and International Conference on Materials taking place at the venue.

Internet Corporation of Assigned Names and Numbers Global Meeting, World Stroke Congress and International Congress on Infectious Diseases are among some of the major conferences that HICC will host this year.

According to trade experts, India's biggest MICE wins came from IT, healthcare, banking, finance and education sectors.

“HICC even hosted the 11th Conference of Parties to the Convention on Biological Diversity, the largest such conference to be held in the country,” shared Paterson. The event was attended by thousands of high profile delegates from around the world, including ministers, ambassadors,

Viewpoints

What will you be doing differently to help your business succeed in the year forward?



Manish Daya, area general manager, Lavasa Hotels & Convention Centre

For now, LICC aims to promote the concept of ‘meetings out of water’.

Since more inventory support is required, Novotel Lavasa's 189 lake-facing guestrooms are under development.



Aditya Singh, director sales and marketing, Radisson Blu Plaza Delhi

We realise that creativity is restrained in a stiff atmosphere so we have

developed a signature experience concept for meetings. This leverages technology, customer insights and the latest research to offer a holistic and innovative approach to meetings that satisfies the demands of today's corporate world and ensures that every meeting at our hotel is productive and effective.

senior government officials and United Nations' heads and senior officers.

Mansharamani said: “Conference business is currently witnessing the biggest growth of all, compared to the other MICE segments. In the future, exhibitions will overtake them all.”

On the shelves

Radisson Blu Resort & Spa Karjat

Opened in August, the 102-key Radisson Blu Resort & Spa Karjat is a two-hour drive from Mumbai and Pune.

The hotel offers 360-degree views of the stunning Sahyadri Mountains in which it is nestled, along on the banks of the Ulhas River. It is home to a multitude of dining options, six meeting rooms with capacity for 15 to 500 guests, and two outdoor event venues – Party Greens and Grand Lawn.

Event planners are supported by the hotel's team of event professionals.

RS Sarovar Portico, Palampur

The new RS Sarovar Portico, Palampur is the first branded hotel to open in the heart of the quaint tea capital of North India, Palampur.

The property has 43 rooms and suites offering views of the Dhauladhar mountain ranges, and offers superior facilities that will appeal to small incentive groups. Besides three event venues – the largest being the banquet hall with capacity for 700 pax in a standing reception – the hotel also

boast a revolving restaurant on the seventh floor.

There are several other F&B outlets, and guests can enjoy free high-speed Internet access.

Rio Royale, North Goa

The Rio Group of Hotels recently unveiled a new luxury resort, Rio Royale, in North Goa. Inspired by the famous temples of Khajuraho, Rio Royale features 60 palatial suites, each with spectacular views of the surroundings from a private balcony.

For event planners, the hotel has a 167m² banquet hall and one of the largest outdoor venue in North Goa. Dining facilities include Sweet Caju all-day dining restaurant, Café Royale lounge and Bebdo Bar by the pool.

WelcomHeritage Mani Mansion, Ahmedabad

Occupying a 94-year-old heritage property on Ashram Road in the heart of Ahmedabad, WelcomHeritage Mani Mansion is a boutique hotel with 21 rooms and suites that are



Radisson Blu Resort & Spa Karjat

furnished with modern comforts and facilities.

High ceilings and antique furniture reflect Ahmedabad's rich history, taking guests to a different era. Dining pleasures can be found in the hotel's restaurant which offers a variety of cuisines, including authentic Gujarati dishes prepared by chefs who have been associated with the family for the past two generations.

Lemon Tree Premier; The Atrium, Ahmedabad

Lemon Tree Group opened its first first upscale hotel in India's western state of Gujarat. Located on the banks of Sabarmati river, the stylish property features landscaped gardens and a serene body of water. There are 63 spacious rooms and suites, along with the city's largest indoor swimming pool, two F&B outlets and 459m² of meetings space.

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A MICE destination arising

Local specialists, fresh attractions are needed for the industry to achieve its full potential. By **Marissa Carruthers**



AngelikaShutterstock

Independence Monument, Phnom Penh

More professional training, and fresh activities and entertainment are essential for Cambodia to cash in on the potential of its burgeoning business events sector.

While the market has grown in recent years, a lack of specialised expertise and equipment available is preventing it from developing as rapidly as anticipated.

Yulia Khouri, CEO of Innov8 Group, said: "Many high profile events hire suppliers from Singapore and Malaysia to fill in the gaps. Capacity building of local specialists is vital in order to grow the market and industry."

A lack of activities and entertainment in the capital is also hampering growth.

Ria Sari, director of sales and market-

ing at Garden City Hotel, said: "Phnom Penh needs additional attractions for visitors to engage in after events.

She added that Garden City Hotel is set to become an inclusive resort with a waterpark and zoo in the pipeline to complement the hotel, its conference facilities and golf course.

Industry players have noted a sharp rise in the number of companies that are looking to host corporate events.

Khouri said: "As the Cambodian economy expands and grows, and new companies open their doors in the country, events have become excellent way of marketing new products and bringing brand awareness to the public."

While the domestic market currently dominates the arena, Cambodia's posi-

tioning in central South-east Asia, coupled with a rise in direct flights connecting the country to the rest of the region, have led to more overseas companies opting to hold events in the Kingdom.

"Cambodia sits within about a two-hour flight from cities such as Bangkok, Singapore and Kuala Lumpur," said Sari.

Competitive prices, compared to countries such as Singapore and Malaysia, have also added to Cambodia's appeal, as international organisations are able to hold large scale events for a fraction of the price.

Peter Jones, managing director of See Asia Differently, said: "Cambodia is a convenient and cost-effective option, as it is cheaper than neighbouring countries (when it comes to) hotels and business conference packages."

This is an element that Say Sophertra, group deputy director of sales and marketing at Sokha Hotels and Resorts, said makes Cambodia more appealing, especially when combined with its rich culture and heritage.

Realising the potential of this market, Sokha is gearing up to open Sokha Siem Reap Resort and Convention Centre in October. This will add to its swelling portfolio of venues that cater for both business and leisure tourists.

Say said: "We have seen an increase in both local and regional markets hosting events in Cambodia. Cambodia's GDP has grown by seven per cent and more companies are coming to take advantage of this."

However, more support from the government to promote Cambodia as a destination, as well as partnerships to lure visitors to the country are essential, states Jones.

He also fears the reformed tax system introduced in January – making the country 10 per cent more expensive – will stifle growth.

Jones opined: "I believe this has been

Viewpoints

What will you be doing differently to help your business succeed in the coming year?



Darren Harris, chief financial officer, Innov8 Events

We will continue to concentrate our efforts in commercially driven events, such as roadshows, ground activations, and fundraisers

which focus on local non-profit agencies. It is a segment we see increasingly seeking to hold events in Cambodia.



Michael Lim, general manager, Garden City Hotel

We aim to be Phnom Penh's premium choice for corporate visitors and the number one MICE

destination by providing a variety of dining options, conference facilities, recreational activities, including corporate teambuilding led by a professional management team.

introduced at the wrong time and needs to be recalculated in order for the country to grow."

Despite this, hopes remain high that there is room for the country to grow.

Khouri said: "Cambodia is a relatively new market for a lot of services and products. This is what makes it a fertile ground for events, such as product ground activation, concerts, and sporting and corporate events."

On the shelves

Jodhpur

Jodhpur is one of the latest upmarket restaurants to open its doors in Siem Reap. The restaurant was converted from a traditional Khmer house into an ancient Indian Haveli, and painted blue.

Serving set meals during lunch and dinner, options include an Indian-inspired cocktail and recipes from royal households such as the Shabdegh, Mandore Maas, Amritsari Machli, Batak Karahi and Salan.

A small outdoor café also serves coffee from the Attikan Estate in the White Hills of the Nilgiris, while a small shop sells traditional art and craft.

Raintree

Situated in the heart of Phnom Penh's central business and banking district, Raintree houses 3,000m² of flexible office area, complemented by a loft event space and outdoor terrace as well as a bar that is available for private hire. The ground floor houses local businesses, restaurants and coffee shops that are ideal for meetings and gatherings.



From left: Sokha Siem Reap Resort and Convention Centre; Raintree

Garden City Hotel

The 3,000-hectare Garden City Hotel, located 20km outside Phnom Penh, is set to open in October.

The property features 245 rooms and facilities such as meeting rooms, conference spaces including a ballroom for 1,500 people, a business centre, spa, pool and kids' club. An 18-hole cham-

pionship golf course is right next to the hotel, and there are plans afoot to open a waterpark by the end of the year.

Sokha Siem Reap Resort and Convention Center

Homegrown hotel brand Sokha opened its latest resort this month. Currently, only the first phase of the property has

opened. The property has available 224 rooms, a swimming pool and a conference centre – the country's second largest hotel conference facility after Sokha Phnom Penh.

The resort, located close to the iconic Angkor Wat Archaeological Park, will fully open at the end of the year and offer 776 rooms.

MAKE BUSINESS A PLEASURE

Whether you're travelling on business or hoping to combine work with a little leisure, why not go somewhere where you'll be sure to experience the best of both worlds? At Centara Hotels & Resorts, we have professional-standard meeting and event venues of all sizes, set amidst vibrant cities, exotic hideaways and tropical beachfronts, where you can take advantage of top-quality facilities and service, plus easily take a little time out to enjoy watersports, shopping, international dining and balmy, beachy days, plus rejuvenating spa treatments. Visit Centara's dedicated Meetings, Incentives, Conferences and Exhibitions (MICE) website to find out more about how we can complement your business event with a whole lot of pleasure.

Visit us at centarahotelsresorts.com/mice

FOR FURTHER DETAILS PLEASE CONTACT US ON

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MALDIVES

SRI LANKA

VIETNAM

Rolling on the river

Asian companies with sophisticated taste are starting to discover river cruises in their backyard and in destinations afar, prompting operators to invest in a stronger marketing presence here. By **Karen Yue, Paige Lee Pei Qi, Julian Ryall, S Puvaneswary, Mimi Hudoyo, Prudence Lui and Rosa Ocampo**



Uniworld's SS Maria Theresa

Major cruise companies have long touted the benefits of chartering a ship for corporate events – a captive audience that must remain onboard, myriad venues and entertainment options to support a range of events, from meetings and workshops to teambuilding activities and networking parties, and at an all-inclusive price.

But for some companies looking to engage a smaller number of delegates, chartering a massive cruise ship is not ideal and a partial hire loses that coveted touch of exclusivity.

This is where river cruises come in. Smaller in size, but still offering the same benefits of keeping all participants in one place where they can meet, bond and play while experiencing new sights along the way, river cruises are slowly gaining the interest of event planners.

For three river cruise operators that were interviewed, Uniworld, Belmond and Pandaw, the more sophisticated business events markets of Europe and the US are taking the lead in corporate charters and the numbers are rising.

Belmond, a tourism company with river cruises in Myanmar and France, has reported an increase in corporate charters from different industries in various geographical markets.

Pandaw, which operates a fleet of 16 ships that sail along remote but attractive rivers and coastlines, has also seen more corporate bookings.

And Asia is catching up.

Guy Young, president of luxury river cruise specialist Uniworld, has seen a significant growth in incentive bookings out of Asia, especially from Singapore.

To court clients in Asia, Uniworld has committed more resources in key markets. It teams up with travel agents in the region to hold regular presentations for corporate clients, and is conducting training for travel consultants to educate them in the product.

Robin Yap, president, Asia, of The Travel Corporation, which Uniworld is a part of, said: "Incentive events is the fastest growing segment in our push for growth in Asia. Traditional incentive (ideas) are getting very common and companies here are increasingly seeing

the need to innovate in order to continue inspiring their top performers."

With an equally keen eye on Asia, Gary Franklin, managing director, trains and cruises of Belmond, told *The Daily* that a sales team has been established in Bangkok to work closely with DMCs in Myanmar – where it sails – as well as corporate clients in Hong Kong and Singapore. There is also a tours department in Yangon.

A versatile product

For Gracie V Geikie, director/principle consultant of Planet Borneo Group of Companies, river cruises hold "a special appeal and class" and offers an environment that encourages interaction among delegates.

She said river cruises are suitable for strategic planning retreats, board meetings, brainstorm sessions, conferences, workshops and masterclasses that are combined with an incentive element.

Pandaw's spokesperson, Sven Zika, found that river cruises appealed most to clients that have a strong desire for a holiday experience while conducting business.

Yap believes that river cruises are suitable for various purposes because full charters give clients the flexibility to create anything that suits their needs.

Uniworld offers highly customisable options and unique shore experiences. Coming up soon are two corporate charters – a beer-themed cruise on the Danube for a US client this autumn, with special visits to breweries, and a three-ship hire to Cologne for 300 staff and guests of a South American company.

Yap said: "Uniworld is so successful with full charters because we have our own offices in Europe, and we handle all aspects of cruise and shore operations ourselves, not through a third party."

Belmond can also tailor a unique programme onboard and on shore, and leverages on its strong involvement in local community projects to bring a CSR angle to a client's river cruise experience.

Said Franklin: "We can arrange for companies to get involved in local community projects. Both our ships (in Asia – *Belmond Road to Mandalay* and *Belmond Orcaella*) have onboard doctors



Asia is relatively new to river cruising and it has certainly been identified as a great opportunity for Uniworld. We have already seen fantastic growth over the last couple of years, especially from Singapore where we have secured a number of groups and (corporate) charters along with general growth in the FIT market.

Guy Young
President, Uniworld

who are instrumental in planning these community projects, in particular, launching a clinic in 2010 for locals in Bagan to visit and be treated each time the ship is docked nearby."

Pandaw is able to enhance itineraries by arranging "additional events on the sun deck, lower-deck meeting room, on the sandbanks and in temples," said Zika.

While most corporate charters with Pandaw are for its shorter one- to four-night sailings between Mandalay and Bagan on the Ayeyarwady River and between Phnom Penh and Ho Chi Minh City, Uniworld's elaborate European sailings are being snapped up by corporate clients. Hot routes are seven-night sailings between Amsterdam and Basel, Passau and Budapest, and Avignon and Lyon, among others.

"These cruises offer exciting and active

shore excursions (that are balanced with time onboard), and corporate groups have many choices for special entertainment off the ship, such as concerts and visits to wineries and castles," said Yap.

Day cruises work well for corporate events too. Geikie had a multilevel marketing client that held a product presentation and networking session for 80 people onboard a cruise down the Sarawak River. The four-hour event included dinner, entertainment and sightseeing tour.

"It broke the monotony of the three-day meeting and was a nice way to end the programme for the group," she said.

K L Tan, general manager of Borneo Trails Tours & Travel, who has had requests from Asian and European clients for day cruises on the Klias River and Kinabatangan River in Sabah, said the activity allows delegates to see and learn about the native wildlife and local communities that live along river banks, and add value to a business itinerary.

Ryan Santos, meetings consultant with Rajah Travel Corp. in the Philippines, is presently promoting river cruises that last several hours and are part of a main itinerary. "These include dinner cruises down Bangkok's Chao Phraya River and down Tokyo's Sumida River. We recently sent a group of 50 lawyers on a day cruise down Seine in Paris," he said.

River cruises down Singapore River are becoming more popular, said Linda Low, manager, strategic partnership and product marketing with Pacific World Singapore.

"The Singapore River bears witness to the progress of Singapore from a fishing village to a successful financial district. Our clients like to draw parallels between that story and the progress of their own business," she said.

A tough sell for some

However, some event planners have found river cruises challenging to sell.

BCD Travel's head of meetings and incentives, Karen Cheng, said security concerns have put corporate clients off river cruises. "Many companies have a policy that requires staff to travel in different groups," she explained.

Some clients are also not biting, as they think there isn't much to do onboard river cruises.

"River cruises are not that popular in the Philippines because clients think (the ships) offer limited activities (and F&B) and sail down only a river in one destination unlike the big ocean liners," shared Pinky Restrivera, assistant general manager of Adam's Express Travel Corp, who added that the product is expensive too.

Rudiana, director of sales and marketing with WITA Tour Indonesia, said river cruises appeal to a "very niche market which isn't growing" for her company and clients aren't keen as "Indonesians get bored easily".

MICE agents also pointed out that the lengthy duration of river cruises poses another obstacle in pushing the product to time-sensitive corporate groups, especially when the operator is unable to customise shorter sailings for private charters.

Andrew Koh, director of event management, Events Architects, who has done numerous events on river cruises, most of which were for 30 to 100 C-level executives, said river cruises today must also vie for corporate attention with "many other options that provide equally fun and engaging ways to explore a city".

PANDAW



A company with roots dating back to 1865, Pandaw specialises in river cruises that explore remote and often difficult-to-navigate rivers and coastlines.

It has a fleet of 16 luxurious ships, all boasting the highest passenger-to-deck space ratio of any cruise ship. Built by traditional craftsmen and finished in brass and teak, the ships exude a strong colonial character and feature facilities such as a spacious promenade deck where passengers can socialise and enjoy the sights, beautiful staterooms, an air-conditioned dining room that is supported by a local masterchef and an experienced culinary team and a library, among others. Beneath its elegant exterior, Pandaw's ships are hardy and capable of travelling to remote areas that are usually unreachable by other vessels.

Corporate support:

Private charters are available and Pandaw can customise an itinerary for the client, working in group activities onboard and on shore. Pandaw's largest ship can take 60 guests for overnight cruises. Charter prices are subject to route, season and size of the ship.

Recent corporate hires:

Pandaw had corporate groups chartering its ships for two-night sailings from Mandalay to Bagan, with programmes that included lectures in the meeting room, presentations on the sundeck, cocktails on the sand bank and private dinners on temple grounds.



Friendly service onboard all Pandaw ships (left); River Kwai in Thailand



Belmond Road to Mandalay moored at Shwe Keyt Yet, Myanmar

BELMOND



Belmond Management has a global collection of 46 iconic hotels, trains and river cruises in 22 countries. Its river cruise business covers France and Myanmar.

In France, the *Belmond Afloat in France* barge takes passengers through the country's canals and rivers, exploring areas such as Avignon, Lyon, Béziers and Gissy-sur-Ouche. Journeys last seven days/six nights.

In Asia, Belmond is said to be the pioneer of luxury river cruises to Myanmar, through the launch of *Belmond Road to Mandalay* in 1996. The ship is equipped with a pool on the observation deck, the alfresco Bar & Grill

Restaurant, The Bar, a spa and a boutique, as well as cabins and a suite.

Over the last 20 years, the company has explored the Ayeyarwady River and successfully developed a strong local presence with the local communities along the watercourse.

In 2013, it launched *Belmond Orcaella*, a vessel with a slimmer draft that enabled it to reach lesser explored parts of Myanmar. Meanwhile, *Belmond Orcaella* runs longer and more immersive cruises along the Chindwin River to the foothills of the Himalayas. The ship offers cabins and suites for accommodation, a sun-deck area, lounge bar and swimming pool on the observation deck, a restaurant, a spa, a library and a boutique.

The cruise experience may be enhanced with a stay at the Belmond Governor's Residence, a colonial building set in lush tropical gardens.

SARAWAK RIVER CRUISE



SR Equatorial owns and manages the *MV Equatorial* which cruises along the Sarawak River. Built in 1990, the 36m by 6m ship can take up to 140



MV Equatorial

passengers and its facilities include an air-conditioned dining lounge in the lower deck.

A daily 90-minute sunset cruise leaves the Kuching Waterfront Pier at 17.30. Light refreshments are served onboard while a staff provides a commentary in English about the river and the historical buildings along the banks. Local dancers entertain guests with traditional performances. The ship returns to pier at around 18.30, as the setting sun begins to slip behind Mount Serapi.

Corporate support:

MV Equatorial is available for private charters along the Sarawak River. Upon request, SR Equatorial provides catering packages featuring local and western cuisine for high tea and dinner.

Recent corporate hires:

The Construction Industry Development Board Malaysia hosted a two-hour meeting and dinner onboard *MV Equatorial* for 70 people, while The Fisheries Development Authority of Malaysia chartered the ship for 90 minutes, putting up a dinner cruise for 40 guests.

UNIWORLD



In operation for over four decades, Uniworld offers a wide selection of river cruises that covers some of the most spectacular destinations in Europe, the Middle East and Asia onboard beautiful ships that have been hailed by fans as being attractions in their own right.

Uniworld's scheduled sailings can run from seven nights to 26 days in Europe and 11 to 18 days in Asia, while its Egypt course lasts 12 days.

Its extensive fleet of ships include *SS Catherine*, the company's first Super

Ship which features 64 lavish staterooms, nine suites, a sun deck, spa, well-equipped fitness centre, restaurant, lounge with full-service bar and other facilities. There's also the *SS Maria Theresa*, a regal vessel with an opulent 18th-century décor, 63 staterooms, 11 suites, a restaurant, lounge, wellness facilities and more. These two ships are said to be especially popular with corporate charters, as their facilities provide varied options for private gatherings.

Corporate support:

Uniworld ships can all be privately hired and itineraries can be customised. Besides offering an exquisite environment for business events, Uniworld boasts the highest staff-to-guest ratio, an immaculate service reputation and award-

winning dining experiences. Corporate event planners will also appreciate Uniworld's all-inclusive arrangement, which means drinks, including premium brands of spirits, beers and wines, as well as gratuities to ship's staff, local guides and drivers are included in the fee throughout the trip.

Uniworld is also able to arrange special land programmes and themed events onboard for clients.

Recent corporate hires:

The most recent corporate hire was by a financial company based in South America. It chartered three ships to accommodate more than 300 employees and guests who will arrive in Cologne on the same day for an important event. To make all passengers feel at home,



The sleek *SS Catherine*

Uniworld arranged for Spanish-speaking cruise managers and local guides onboard the three ships, and provided communication materials, daily programme sheets and menus in Spanish.

Bangkok, city of plentiful draws

Bangkok's more than temples, palaces and street markets. [Michael Sanderson](#) points out the Thai capital's plethora of fun attractions, local artistic draws and restaurants that serve up casual and exquisite nosh

MUST DO

Bangkok Bold

Learn the real secrets behind Thai cuisine in the heart of the old city from Nhoi Ouypornchaisakul, who has branched out from researching and developing recipes for private restaurants in Bangkok to establish her own cooking studio. Private chef's table meals and gastronomy tours are available with reservations.
 Email: nhoi@Bangkokbold.com
 Website: bangkokbold.com

Flow House

Hang ten without having to hang around in the traffic on the way to the beach, as a wave simulator gives those who love water sports a bigger thrill than the hotel pool. Whether surfing or bodyboarding, an expert or novice, there's equipment and instruction to suit. Flow House also features a plunge pool, dry games area, putting green, bar and free Wi-Fi.

Email: info@flowhousebangkok.com
 Website: flowhousebangkok.com

Dinosaur Planet

Explore prehistoric realms just minutes away from one of Bangkok's most upscale shopping precincts, with live shows, a 4D movie experience, and animatronic dinosaurs of land, sea and sky. The theme park offers rides and edutainment for all ages
www.dinosaurplanet.net

Escape Room

Find a murderer, break out of prison or solve another series of puzzles and riddles in 45 minutes at Escape Room at MBK. There are six games to choose from for groups of two to eight. Great for families, tourists or corporate team-building exercises. The activity costs 550 baht (US\$16) per person.
 Email: thailand@escaperoom.com
 Website: escaperoom.com

Kraftka

Get yourself some unique kicks by designing them yourself, or choose

from the thousands of options from creative types around the world. The shoe is your canvas. You retain the rights to the design and can even earn some money from selling them.

A crowd-sourced fashion label based in Thailand, Kraftka has a pop-up store in Siam Center.
 Email: hello@kraftka.com
 Website: kraftka.com



Bangkok Bold



Dinosaur Planet



Flow House

MUST SEE

Traces and Trails

Examine more than 50 years of artistic exploration at a retrospective by Pratuang Emjaroen, an influential and nationally honoured contemporary artist, at the Bangkok Art and Culture Centre. The exhibition sits across five sections and reflects the story of his life and family, and the ever-changing nature of Thai society, economics and politics.
 Website: <http://en.bacc.or.th/>

Bangkok International Festival of Dance and Music

Experience world-class performances of classical music, opera, ballet and dance at the Thailand Cultural Centre in a celebration of the Queen's 84th birthday. The festival is now in its 18th year and has developed a programme that runs until mid-October, with varying prices and performance times.
 Website: www.bangkokfestivals.com

Atmosfeer

Surround yourself with the works of Yuree Kensaku, a site-specific painter who has turned a white cube in 100 Tonson Gallery on Phloenchit Road into a vivid alternative universe. With outlandish characters and drawing inspiration from both worldwide problems and personal struggles, this is the acclaimed Thai artist's largest mural to date.
 Website: www.100tonsongallery.com

Pantip Plaza

Enter the popular electronics mall which has just reopened after a two-year, US\$8.6 million renovation designed to turn Pantip Plaza into a premium technology-driven lifestyle centre. Once famous for being a hub for cheap software and discounted devices, it is now geared towards smart home devices and features an e-gaming area and co-working spaces.
 Website: www.pantiplaza.com

Think Space B2S

Browse for hours at the newest and largest B2S outlet. The store at Central

Festival EastVile features a large variety of English-language books, and the spacious second floor offers those working on the run a space to plug in.

There is also an entertainment zone that features a vast array of DVDs, CDs and vinyl.
 Website: www.fb.com/thinkspaceb2s



Bangkok International Festival of Dance and Music

MUST EAT

Osha

Indulge in Thai food that's been given a modern twist courtesy of San Francisco and arrived in a beautifully appointed restaurant in the heart of Bangkok. Top ingredients such as Hokkaido scallops, Australian beef and Hungarian goose are combined with the freshest produce the country has to offer. Smart casual dress code applies.

Email: reservations@oshabangkok.com
Website: www.oshabangkok.com



Osha

Charcoal Grill and Mixology

Savour Dal Charcoal slow cooked overnight and biryani made in the style enjoyed by ancient kings while working your way through delightful cocktails. "Fusion is confusion" is the motto of Charcoal's owner, so the food is traditional, but the drinks have been given a twist with everything from chat Masala to cloves and cardamom.

Email: info@charcoalbkk.com
Website: charcoalbkk.com

Roast

Munch on brunch or while away the afternoon over coffee and a molten

half-baked cake in this casual all-day eatery that has branched out to EmQuartier and recently opened a new flagship outlet at The Commons Thong Lor. Roast emphasises life's simple pleasures and prides itself on making almost everything in-house.

Email: admin@roastbkk.com
Website: roastbkk.com

Farm Sai Jai

Feel good about yourself with breakfast or lunch from this inner-city outlet from health food specialist Farm Sai Jai, tucked away in a one-unit shophouse on Convent Road. With baked items, dairy-free bread,

cold-pressed juices and coffee all carefully sourced, it's best suited for a grab-and-go or a healthy pick-me-up.

Website: www.facebook.com/Farm-saijai

The Third Pig

Venture a little out of the way past the end of the BTS line in Mo Chit to The Third Pig, a modern Thai restaurant specialising in fusion from the food and drinks to the furniture. Pork features prominently, from burgers to pasta, and cocktails range from refreshing to intense.

Website: www.thethirdpigkkk.com



Roast

Around Bangkok with Sanderson

Time scarce in Bangkok? *TTGmice's* Thailand correspondent, [Michael Sanderson](#), urges you to at least experience these three things then

Paintbar

Paint, sip, repeat is the modus operandi, and if it's been a while since picking up a brush to work your magic on a canvas then it's handy to have a glass nearby to get the creative juices flowing. There's a teacher providing instructions, and each session is up to four hours long so you can certainly labour over your masterpiece (or your beer). Not only is it a relaxed space to have a few drinks while meeting creative types, I found myself becoming engrossed in the task of decorating a tote bag. I did it badly, but it's mine.

Email: Paintbarbangkok@gmail.com
Website: paintbarbangkok.com

W District

Walking into W District with few expectations isn't hard. From Sukhumvit Road or the entrance on Soi 71, it's uninviting, but it's home to Bangkok's first artist residency and the always interesting Hof Art Space. Hof's ground floor calls itself an art mall, and while this means it's haphazardly curated, it's never dull as the ideas and styles of contemporary artists compete for attention. Upstairs is the gallery, which is impressive in size compared to others of its kind in Bangkok, and allows artists to shine. The outdoors starts to shine when the sun sets, as the W Market offers food and often features live entertainment.

Email: info@w-district.com
Website: www.w-district.com

Café Tartine

Chocolate pumpkin pie. Not convinced? The crème brûlée's pretty good too. Café Tartine is one of those places that has never failed me. There is a lot of good food around Bangkok, and as tempting as it is to recommend the roast duck shop near the tobacco concession at the end of Sukhumvit Soi 4 or the *som tam* in Soi Convent, there are times the comfort of freshly baked bread and omelettes cooked just the way you want can't be beat. Never had a bad meal there, it's vegetarian friendly and easy to get to from Phloen Chit BTS station. And did I mention the chocolate pumpkin pie?

Website: www.cafetartine.net



Paintbar



Café Tartine



Event Highlights

Correct at time of print

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

26
Sept

1100 – 2000hrs | Bangkok Riverside Country Club IT&CMA and CTW Asia-Pacific 2016 Friendly Golf Game

Registered Delegates

1300 – 1800hrs

Pre-Show City Tours ●●●●●

27
Sept

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

Invited Delegates

ASEAN MICE Forum

Lotus Suite 9, Level 22
Registered Delegates Only



0900 – 1000hrs Emerging ASEAN

1030 – 1130hrs Second Wave of MICE Cities

1130 – 1230hrs ASEAN, A Rising Star For Exhibitions

See page 16 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 ●

- TTG Asia Media
- Thailand Convention and Exhibition Bureau
- Thai Airways International Public Company Limited

1500 – 1530hrs | World Ballroom, Level 23

Briefing for Exhibitors, Buyers and Corporate Travel Managers ●●●●●

1530 – 1600hrs | Pre-Function Area Outside World Ballroom, Level 23

Networking Coffee Break for Exhibitors, Buyers and Corporate Travel Managers ●●●●●●

1600 – 1610hrs | World Ballroom, Level 23

Opening & Welcome Remarks ●●●●●●●●

Darren Ng, Managing Director of TTG Asia Media

1610 – 1710hrs | World Ballroom, Level 23

Keynote Address ●●●●●●●●

The Past, Present & Future of MICE

See page 16 for synopsis & speaker details

1800 – 2130hrs | Siam Paragon Hall

Opening Ceremony & Welcome Reception – Siam Spice Night

●●●●●●●●

Hosted by Thailand Convention &
Exhibition Bureau

Fire up your senses with Thailand's secret recipes! Bring out the best of Thailand with: Fighting, Fashion, Festival, Food, and Facility. Turn up the heat with live Muay Thai action, throw in all-time favourite ingredients of Thai goodness such as street food, Tuk-Tuk, and fiery local cocktails. Stir up the night with flavourful spectacles of Siam.



28
Sept

0900 - 1800hrs | Exhibition Hall, Level 22

Exhibition ●●●●●●●●

IT&CMA Business Appointments ●●

0900 - 1230hrs | Lotus Suites 1 & 2, Level 22

IMEX - MPI - MCI - IT&CMA Future Leaders Forum

Invited Delegates

Media Briefings ● Lotus Suite 9, Level 22

0930 - 1000hrs

Thailand Convention & Exhibition Bureau



1030 - 1100hrs

Airbnb



1130 - 1200hrs

Fukuoka Convention & Visitors Bureau



1400 - 1430hrs

JW Marriott Phuket Resort & Spa & Phuket Marriott Resort and Spa Merlin Beach



1500 - 1530hrs

Taiwan Convention & Exhibition Association



1600 - 1630hrs

Worldwide Cruise Associates & Celebrity Cruise Lines



1230 – 1345hrs | World Ballroom C, Level 23

Hosted Luncheon by Airbnb ●

Representatives from Airbnb for Business will be sharing case studies from our existing clients on how to tailor a travel programme that suits your company's business travel needs. Join other travel managers and learn how Airbnb for Business has made it easier for more than 50,000 companies travel for work, without sacrificing the comforts of home.



For Invited CTW Asia-Pacific Buyers Only

1230 – 1345hrs | Lotus Suite 3, Level 22

Hosted Luncheon by Dubai Business Events ●●

By Invitation Only



1230 - 1345hrs | Lotus Suite 4, Level 22

Hosted Luncheon by Visit Berlin ●●

With more than 30 million overnights, Berlin is one of the leading city destinations worldwide. The city is a hotspot for leisure business and the MICE industry at excellent value for money and high-end service quality. The exclusive luncheon will be an excellent platform to give updates and news to the trade and to inspire interest for Berlin.



By Invitation Only



Forums ●●●●●●●● Lotus Suite 5, Level 22

Association Day 1

0930 - 1030hrs | **Outsourcing Strategies for Association Meetings**

1100 - 1200hrs | **Wooing Association Meetings: A Destination
Perspective**

See page 16 for synopsis & speaker details

Destination Presentations ●●●●●

Presentation Area, Exhibition Hall, Level 22

1415 - 1435hrs | **Taiwan Convention & Exhibition Association**

1440 - 1500hrs | **Thailand Convention & Exhibition Bureau**

1505 - 1525hrs | **Malaysia Convention & Exhibition Bureau**

1530 - 1630hrs | **Business Appointment Sessions ●●**

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

●●●●●●●●

1555 - 1615hrs

Storytelling: A Sales Pro's Most Powerful Sales Tool (Part 1)

1620 - 1640hrs

Storytelling: A Sales Pro's Most Powerful Sales Tool (Part 2)

In Collaboration with SITE

See page 17 for synopsis & speaker details

CTW Asia-Pacific

Conference Sessions ●●●

Lotus Suite 7, Level 22

0900 - 1000hrs

Corporate Travel Beyond 2016

(Sponsored by Oakwood Worldwide®)

1030 - 1130hrs

Rethinking Expense Management



1130 - 1230hrs

Game-changing Accommodation Trends

1350 - 1450hrs

Auditing Your Travel Management Programme

See page 17 for synopsis & speaker details

1000 - 1030hrs | Open Space Outside Lotus Suites 3&5, Level 22

Coffee Break by Carey International

●●●



1450 - 1520hrs | Open Space Outside Lotus Suites 3&5, Level 22

Coffee Break by HRS

●●●



1530 - 1730hrs | Exhibition Hall, Level 22

Business Appointments ●●

1830 - 2200hrs | World Ballroom, Level 23

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

29 Sep

0900 - 1700hrs | Exhibition Hall, Level 22

Exhibition ●●●●●●●●

IT&CMA Business Appointments ●●

Media Briefings ● Lotus Suite 9, Level 22

1030 - 1100hrs | **Monaco Government Tourist & Convention Authority**



1130 - 1200hrs | **Royal Caribbean International**



IT&CMA and CTW Asia-Pacific Media Feedback Session

1400 - 1500hrs | Lotus Suite 9, Level 22 ●

Darren Ng, Managing Director of TTG Asia Media

1230 - 1345hrs | Lotus Suite 12, Level 22

Hosted Luncheon by Fukuoka Convention & Visitor Bureau ●●

By Invitation Only



1230 - 1345hrs | Lotus Suites 1-4, Exhibition Hall, Level 22

Hosted Luncheon by Thailand Convention & Exhibition Bureau (TCEB) ●

For Invited CTW Asia-Pacific Buyers Only



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

15th 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 will be our newest 2016 winners!



Forums ●●●●●●●●

Lotus Suite 5, Level 22

Association Day 2

0930 - 1030hrs |

Event Apps - The Foundation for Attendee Engagement

1100 - 1200hrs |

Establishing Components for Growth

See page 16 for synopsis & speaker details

Destination Presentations ●●●●●

Presentation Area, Exhibition Hall, Level 22

1415 - 1435hrs |

Monaco Government Tourist & Convention Authority

1440 - 1500hrs |

Dubai Business Events

1505 - 1640hrs |

Business Appointment Sessions ●●

Campfire Knowledge Sessions

Presentation Area, Exhibition Hall, Level 22

●●●●●●●●

1505 - 1525hrs

The Development of the Cruise Market in Asia

1530 - 1550hrs

Driving Cruise Passenger Growth from Asia

See page 17 for synopsis & speaker details

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 ●●●



Conference Sessions ●●●

Lotus Suite 7, Level 22

1130 - 1230hrs |

What Can Travel Management Companies Do Better?

1400 - 1500hrs |

Mobile Apps for a Mobile Workforce

1530 - 1630hrs |

Ground Transportation: Cutting Costs, Reducing Risks

1630 - 1730hrs |

Ride-Hailing Services in Corporate Travel

See page 18 for synopsis & speaker details

1500 - 1530hrs |

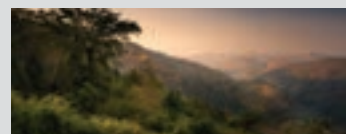
Open Space Outside Lotus Suites 3&5, Level 22

CTW Asia-Pacific Coffee Break ●●●

30 Sep - 2 Oct

Post-Show City Tours ●●●●

• Khao Yai



• Hua Hin





Education Highlights

KEYNOTE ADDRESS | 27 SEPTEMBER | 1610 - 1710hrs | World Ballroom, Level 23

The Past, Present & Future of MICE

The global MICE industry has undergone tremendous transformation in the past few decades and looks set to continue this change trajectory. This high-level plenary session brings together three generations of industry leaders for a candid discussion on MICE throughout the ages.

Moderator: Robert Cotter, International Editor, **Kongres Magazine**

Panellists: Alwin Zecha, Chairman and Founder, **Pacific Leisure Group** | Gary Grimmer, CEO, **GainingEdge** | Adeline Larroque Desages, **MICE Expert based in the Middle East**

ASEAN MICE FORUM | 27 SEPTEMBER | Lotus Suite 9, Level 22

0900 - 1000hrs | ASEAN MICE Forum 1 | **Emerging ASEAN**

This session brings you up to speed on the latest MICE developments in emerging ASEAN destinations. Hear directly from the authorities on what you can expect from these new entrants to the regional MICE scene.

Moderator: Julia Douglas, Managing Editor, **MICE in Asia**

Panellists: Addie Pornthip, Managing Director – Thailand, **Destination Asia** | Hoy Phireak, Deputy Director-General, **Ministry of Tourism of Cambodia** | Sumate Sudasna, President, **Thailand Incentive and Convention Association**

1030 - 1130hrs | ASEAN MICE Forum 2 | **Second Wave of MICE Cities**

Within the more established MICE countries of Malaysia, Indonesia and the Philippines, a slew of MICE destinations outside the capital cities are making waves. Join this session to discover why these up-and-comers deserve to be on your MICE shortlist.

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

Panellists: Ashwin Gunasekaran, CEO, **Penang Convention & Exhibition Bureau** | Ida Bagus Ngurah Wijaya, Vice Chairman, **Bali Tourism Promotion Board** | Pairach Piboonrunroj, Director of MICE Excellence Centre, **Chiang Mai University**

1130 - 1230hrs | ASEAN MICE Forum 3 | **ASEAN, A Rising Star For Exhibitions**

ASEAN's massive population and growing disposable income make the region attractive for business developers. A slew of infrastructure improvements in the region are also supporting growth in this area. This session looks at ASEAN's current exhibitions performance and its future.

Speaker: Mark Cochrane, Regional Manager, **UFI The Global Association of the Exhibition Industry**

ASSOCIATION DAY FORUM | 28 - 29 SEPTEMBER | Lotus Suite 5, Level 22

28 September | 0930 - 1030hrs | Association Day Forum 1 | **Outsourcing Strategies for Association Meetings**

Organising an association meeting can be a large undertaking and associations often enlist professional help to varying degrees. Share your outsourcing experience and learn from peers in this open discussion.

Moderator: Richard Holmes, International Director of Meetings, **International Bureau for Epilepsy**

Panellists: Marcel Ewals, Director of Strategic Development, **MCI** | Kitty Wong, President of **World PCO Alliance I/O K&A International** | Nicolette Hughes, Director, Product Strategy and Innovation, **Association of Superannuation Funds of Australia Limited**

28 September | 1100 - 1200hrs | Association Day Forum 2 | **Wooing Association Meetings: A Destination Perspective**

Why are association meetings such an attractive proposition for destinations and what are destinations doing to woo them? Engage with destination representatives around the region in this session.

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

29 September | 0930 - 1030hrs | Association Day Forum 3 | **Event Apps - The Foundation for Attendee Engagement**

Mobile technology is changing how event organisers excite and engage their audience. The same technology holds great potential for those organising association congresses as well. In this session, learn how mobile apps can facilitate the delivery of information to participants and discover Event2Mobile (e2m) — a leading secure mobile app platform for enterprise events and conferences used by both Fortune 500 companies and the largest associations.

Presenter: Siddharth Jhunjhunwala, CEO, **Event2Mobile**

29 September | 1100 - 1200hrs | Association Day Forum 4 | **Establishing Components for Growth**

Having a component model for associations who wish to venture regionally and globally presents obvious benefits, although this comes with a set of cultural, communication, process, political and legal challenges. Forming partnerships with established national associations or establishing a new national association can be a powerful distribution tool for associations to deliver their mission on a regional/global scale both efficiently and effectively. This session discusses the key considerations to forging a win-win relationship based on the CFA Institute case study. CFA Institute is an ever-growing association organisation with 147 components in 73 countries.

Presenter: William Boivin, Manager, Society Relations, Asia Pacific, **CFA Institute**



Adeline Larroque Desages



Alex Tan



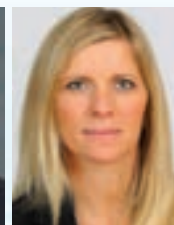
Alwin Zecha



Benson Tang



Bertrand Sallet



Birgit Hoelzel



Carlo Bezoari



Chris Parker



Gary Grimmer



Hoy Phireak

28 September | 1555 - 1615hrs | Campfire Knowledge Session 1 | **Storytelling: A Sales Pro's Most Powerful Sales Tool (Part 1) (In Collaboration with SITE)** Stories are universal in their use, appeal, and effectiveness—across cultures and across ages. In this course, participants will learn to craft and use compelling stories to sell incentive travel solutions to clients. Participants will learn to develop an audience profile to help tailor the story to the client, as well as components that comprise a compelling story to aid in development of the story. Finally, participants will consider positioning the story in a sales presentation and consider other sales opportunities where storytelling might be beneficial. This session will benefit sales professionals with more than five years of selling experience in the incentive travel industry most.

Presenter: Hugo Slimbrouck, Director of Strategic Partnership, **Ovation Global**

28 September | 1620 - 1640hrs | Campfire Knowledge Session 2 | **Storytelling: A Sales Pro's Most Powerful Sales Tool (Part 2) (In Collaboration with SITE)** Stories are universal in their use, appeal, and effectiveness — across cultures and across ages. In this course, participants will learn to craft and use compelling stories to sell incentive travel solutions to clients. Participants will learn to develop an audience profile to help tailor the story to the client, as well as components that comprise a compelling story to aid in development of the story. Finally, participants will consider positioning the story in a sales presentation and consider other sales opportunities where storytelling might be beneficial. This session will benefit sales professionals with more than five years of selling experience in the incentive travel industry most.

Presenter: Hugo Slimbrouck, Director of Strategic Partnerships, **Ovation Global**

29 September | 1505 - 1525hrs | Campfire Knowledge Session 3 | **The Development of the Cruise Market in Asia (In Collaboration with SITE)** During this session, you will receive information about the cruise market in general and especially for the Asian market. What is the situation at this moment and what are the expectations for the next couple of years? The growing river cruise market will also be discussed. Additionally, learn about CLIA (Cruise Line International Association) and what they can do for individual agents.

Presenter: Joost de Meyer, Chairman & CEO, **First Incentive Travel**

29 September | 1530 - 1550hrs | Campfire Knowledge Session 4 | **Driving Cruise Passenger Growth from Asia** Ride the wave of the cruise industry in this session by learning to identify growth markets and segments in Asia, understanding how cruise lines can satisfy Asian passengers' needs and preferences onboard, and how working with trade partners can help you drive passenger growth from within the region.

Presenter: Felix Chan, Vice President of Sales, **Norwegian Cruise Line**

CTW ASIA-PACIFIC SESSIONS | 28 - 29 SEPTEMBER | Lotus Suite 7, Level 22

28 September | 0900 - 1000hrs | CTW Asia-Pacific Session 1 | **Corporate Travel Beyond 2016 (Sponsored by Oakwood Worldwide®)** Based on a pulse survey of corporate travel managers attending CTW Asia-Pacific 2016, this session discusses the top priorities, challenges and emerging trends facing the industry. Be part of an in-depth conversation about the hottest issues in the industry.

Panellists: Paul Stocker, Vice President Sales, Marketing & Revenue Management, **Oakwood Worldwide®** | Carlo Bezoari, Director of Sales, Southeast Asia, **FCm Travel** | Peter Koh, Asia Strategic Sourcing Manager, Travel and Professional Services, **Corning Inc.**

28 September | 1030 - 1130hrs | CTW Asia-Pacific Session 2 | **Rethinking Expense Management** In an environment where travel managers have to balance risk, control cost and deliver traveller convenience, an optimised expense management strategy can make all the difference. Join us to discuss current payment approaches vis-à-vis emerging ones and how common challenges faced by TMCs and corporates in payments and reconciliation can be surmounted.

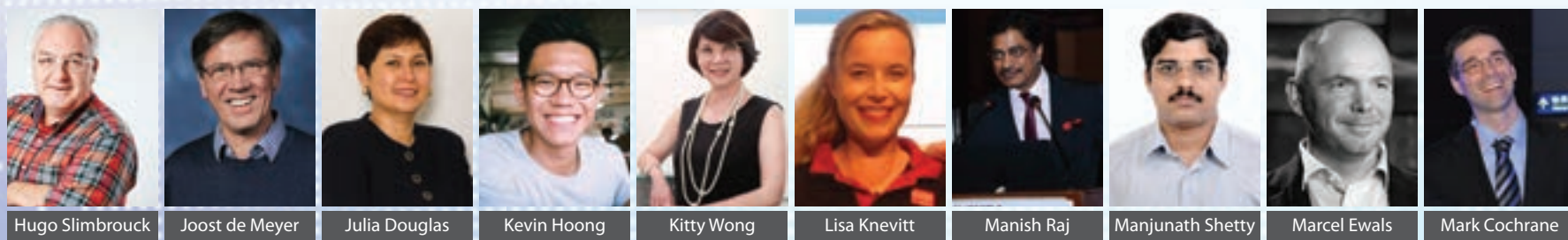
Moderator: Stella Chew, Executive Director, **Sarbin Zeiner Consulting**
Panellists: Arun Gupta, Travel Manager, **Pidilite Industries Limited** | Birgit Hoelzel, Regional Director, **AirPlus Asia-Pacific** | Sanghamitra Bose, Director - Global Client Management APAC, **American Express Global Business Travel**

28 September | 1130 - 1230hrs | CTW Asia-Pacific Session 3 | **Game-changing Accommodation Trends** With sharing economy providers entering the corporate accommodation space and hotels pursuing consolidation to strengthen their market position, do corporate travel managers have more options or less? How is your negotiating power being impacted by these trends and what strategies can you adopt? Engage leading industry players in this session.

Moderator: Hamish Wang, Travel Manager, **Apple Inc.**
Panellists: Alex Tan, Director of Hotel Solutions, Asia Pacific, **HRS** | Kevin Hoong, Business Travel Lead, APAC, **Airbnb**

28 September | 1350 - 1450hrs | CTW Asia-Pacific Session 4 | **Auditing Your Travel Management Programme** A travel audit could deliver significant returns on investment if done right. In this session, learn about the 'how' and 'why' of travel audit and what you need to know about managing stakeholders. The session includes a case study of how a major company conducted and benefited from a well-executed travel audit.

Presenter: Suraj Nair, Co-Founder, **TravelSpends**





The 24th IT&CMA and 19th CTW Asia-Pacific

29 September | 1130 - 1230hrs | CTW Asia-Pacific Session 5 | **What Can Travel Management Companies Do Better? (In Collaboration with ACTE)** How is your TMC performing in terms of traveller service, reporting accuracy, policy implementation, cost savings and more? In this open discussion, we talk about the pain points from both the corporate travel manager and travel management company's perspectives, and explore how both parties can work together to create better win-win outcomes.

Moderator: Benson Tang, Regional Director, Asia, **Association of Corporate Travel Executives**

29 September | 1400 - 1500hrs | CTW Asia-Pacific Session 6 | **Mobile Apps for a Mobile Workforce**

The impact of mobile apps on corporate travel is expected to grow as travel managers and travellers alike seek more efficient ways to manage travel. This session discusses key questions like in-house versus third-party apps, integration and interfacing, adoption strategies and more.

Moderator: Manish Raj, Vice President & Business Head - Corporate Travel Services, **VIA.com**

Panellists: Suman Victor, Global Travel Technology & Reporting Manager, **Unilever** | Frederic Saunier, Head of Corporate IT APAC, **Amadeus** | Kenji Mirassou, Senior Business Development Manager, Asia Pacific, **Egencia**

29 September | 1530 - 1630hrs | CTW Asia-Pacific Session 7 | **Ground Transportation: Cutting Costs, Reducing Risks**

With sharing economy options and new technologies to better help manage this category of travel spend, how can you improve your ground transportation programme? This session focuses on the two key aspects of cost and risk in ground transportation management.

Moderator: Lisa Kneivitt, Corporate Travel & Events Manager, Asia Pacific, **Cook Medical Australia**

Panellists: Bertrand Sallet, General Manager, **Fcm Travel Solutions Singapore** | Christ Parker, Sales & Marketing Director, APAC, **Carey International** | Manjunath Shetty, Travel Operation Lead, **Accenture India**

29 September | 1630 - 1730hrs | CTW Asia-Pacific Session 8 | **Ride-Hailing Services in Corporate Travel**

Mobile ride-hailing apps are turning their sights to business travellers by catering to their on-demand transportation needs. In this session, we'll discuss whether these new transport-expense management solutions in the market will work for you.



Nicolette Hughes

Noor Ahmad
Hamid

Peter Koh

Richard Holmes

Robert Cotter

Siddharth
Jhunjunwala

Stella Chew

Suman Victor

Suraj Nair

William Boivin

Sponsored Engagements An All-Time High At IT&CMA and CTW Asia-Pacific 2016

An increase in sponsored engagements at IT&CMA and CTW Asia-Pacific this year has seen more exhibitors and corporate travel suppliers jump on the bandwagon to reach out to their desired profiles through more focused activities such as destination presentations, hosted luncheons, dinners, and networking coffee breaks.

Exhibitors at IT&CMA have been turning their attention towards emphasis on the experience of an amazing destination with new-comers **Monaco Government Tourist & Convention Authority**, familiar faces **Dubai Business Events, Taiwan Convention & Exhibition Association, Malaysia Convention & Exhibition Bureau**, and more, conducting destination presentations during the dedicated Association days of the event to familiarise potential buyers on what their country has to offer. **Visit Berlin, Dubai Business Events, and Fukuoka Convention & Visitor Bureau** will also be hosting exclusive luncheons for invited buyers, and a hosted dinner by **Tourism Promotions Board Philippines**.

Not missing out on the corporate travel segment at CTW Asia-Pacific, delegates can look forward to hosted luncheons, networking coffee breaks, and dinner functions by **Airbnb, Carey International, HRS** and **TCEB** to help corporate buyers further achieve the right fit in all areas of their travel programmes regardless of the purpose of their journeys.

Collectively, IT&CMA and CTW Asia-Pacific 2016 will bring together more than 2,500 delegates from across various industries and intermediaries, supplier profiles, NTOs, CVBs, corporate travel professionals, media, trade visitors, and supported by over 30 expert speakers this year. Expect an unforgettable experience!



Get Rewarded For Making A Memorable Impression

The annual Sticky Awards rewards the ingenuity and innovative efforts of IT&CMA and CTW Asia-Pacific delegates who have delighted their peers with unforgettable exhibits, booth displays, functions, promotions, personalities, and green efforts at the 2016 edition.



Open to all registered event delegates, this initiative is also aimed at encouraging attendees to share with their peers through social media platforms.

Winners will be determined by votes from other delegates, as well as by the organisers, on content and the biggest impressions made leading up to and during the event. Winners will be announced during the 'Sticky Awards' Networking Lunch on 29 September!

2016 Coveted List of Awards:

- Stickiest Function
- Stickiest Marketing & Promotion
- Stickiest Buyer
- Stickiest Corporate Travel Manager
- Stickiest Guru
- Stickiest Corporate Booth (Gold, Silver, Bronze)
- Stickiest National Pavilion (Gold, Silver, Bronze)
- Stickiest Social Sharing

Information on 'How to Vote' and 'How to Qualify' is included as an insert in your delegate bag.

#itcma16 #ctwapac16

Rolling with the punches

No matter their outlook on the year's performance, business event specialists in Thailand are finding that adapting and responding to change could be their best way forward. **Michael Sanderson** reports

Grand Palace and Wat Phra Keaw at sunset, Bangkok, Thailand



Travel mania/shutterstock

Flexibility has become the watchword for Thailand this year as a mix of optimism and uncertainty can be felt in the business events sector.

Those enthusiastic about the year's performance speak of the need to move quickly to capitalise on last-minute bookings, while the more pessimistic are redirecting their energies to alternative markets after dampened demand from Europe.

Sandy Peamsomboon, events department manager at Diethelm Events, is firmly in the former camp, saying hotel occupancy rate for MICE has gone up, along with Thailand and Bangkok's ICCA rankings. The country went from 33rd position to 27th, while the capital city takes 16th spot this year, up from 29th previously.

"Absolutely (it's performing) above expectations," Sandy said. "The first half of the year was very successful for us. We have seen a lot of last-minute bookings.

"The trend is now more towards last-minute requests, so we have to adjust and try to respond to client requests as quickly as possible, and at the same time the programme has to be unique, creative and match the group's requirements."

Diethelm's MICE Package, launched earlier this year, is designed with flexibility in mind and offers tailor-made, hands-on activities.

"The MICE industry has got a lot of support from the government this year especially from the Thailand Convention and Exhibition Bureau (TCEB). Moreover, Thailand is trying to differentiate itself from the others by pushing sustainable MICE tourism," she remarked.

Thailand Incentive and Convention Association's president Sumate Sudasna is among those singing the TCEB's praises, but he also warned many major events had long lead times and it might take years for the results to be fully realised.

Events Travel Asia managing director

Max Jantasuan said while there were still a few months left to turn the situation around, "we are doing pretty much the same" as last year.

"I personally prefer last year's (performance) as a whole," he added.

Max blames the gloomy global economy, made worse by Brexit and violence in Europe which are affecting travel decisions. Thailand is not immune to the trouble in the rest of the world, and Max said his strongest markets this year are the US and Asia-Pacific countries.

He observed that "people are focusing on (these issues) and they might not plan anything until (the dust has settled)".

He added that in the absence of these factors, markets such as Russia or European in general would have performed better this year.

He is concerned that the weak performance could deteriorate further as Europe is a major source market for business events in Thailand, and is not

nine function rooms, including a 927m² grand ballroom for up to 900 people, the hotel also offers a pool, fitness centre and free Wi-Fi.

Klique Desk

With serviced office facilities, hot desks for day projects and virtual office services, Klique Desk offers flexible business space in the heart of Bangkok's busy Asok district. Close to public transport yet with parking available, Klique Desk promises a no-frills and affordable service complete with unlimited high-speed Internet, mail, and options for dedicated phone lines, reception services and meeting rooms.

Park Hyatt Bangkok

Due to open next month, the five-star Park Hyatt aims to be one of Bangkok's leading hotels. Occupying the top 24 floors above the high-end Central Embassy mall and close to shopping, business and entertainment districts, the 222-key hotel promises a luxurious experience for guests. Thirty-two suites will come with panoramic city views,



Park Hyatt Bangkok

while the top three floors will be dedicated to a grill restaurant, cocktail bar, speakeasy bar, VIP mezzanine lounge, and sky bar with unobstructed views of the city.

Swissôtel Resort Phuket Patong Beach

Previously known as the DusitD2 Phuket Resort, Swissôtel's second re-

Viewpoints

What will you be doing differently to help your business succeed in the year forward?



Laurent Kuenzle, CEO, Asian Trails

Asian Trails continues to perfect innovations in terms of technology, products and service to stay one step ahead of

what one may expect from a

DMC. Rather than doing things differently, we will enhance our dynamic presence to take a more prominent position in the common static environment we've been working in.



Olivier Colomés, CEO, Exo Travel

While our focus will remain on the fundamentals that we have built our reputation on over two decades – i.e

delivering creative products and experiences to the highest service standards – we will enhance these experiences through innovative technology. Exo Connect (dynamic real time online booking) and SelfGuide (bespoke travel app for Japan) are unique solutions that aim to keep EXO Travel ahead of the competition.

confident of any improvements.

As such, Events Travel Asia has turned its focus on Asian markets for survival.

"Our strategy is also to work with companies that organise regular events. We need to be versatile and flexible in our service... (since) if they don't agree with our conditions they will go with someone else," he added.

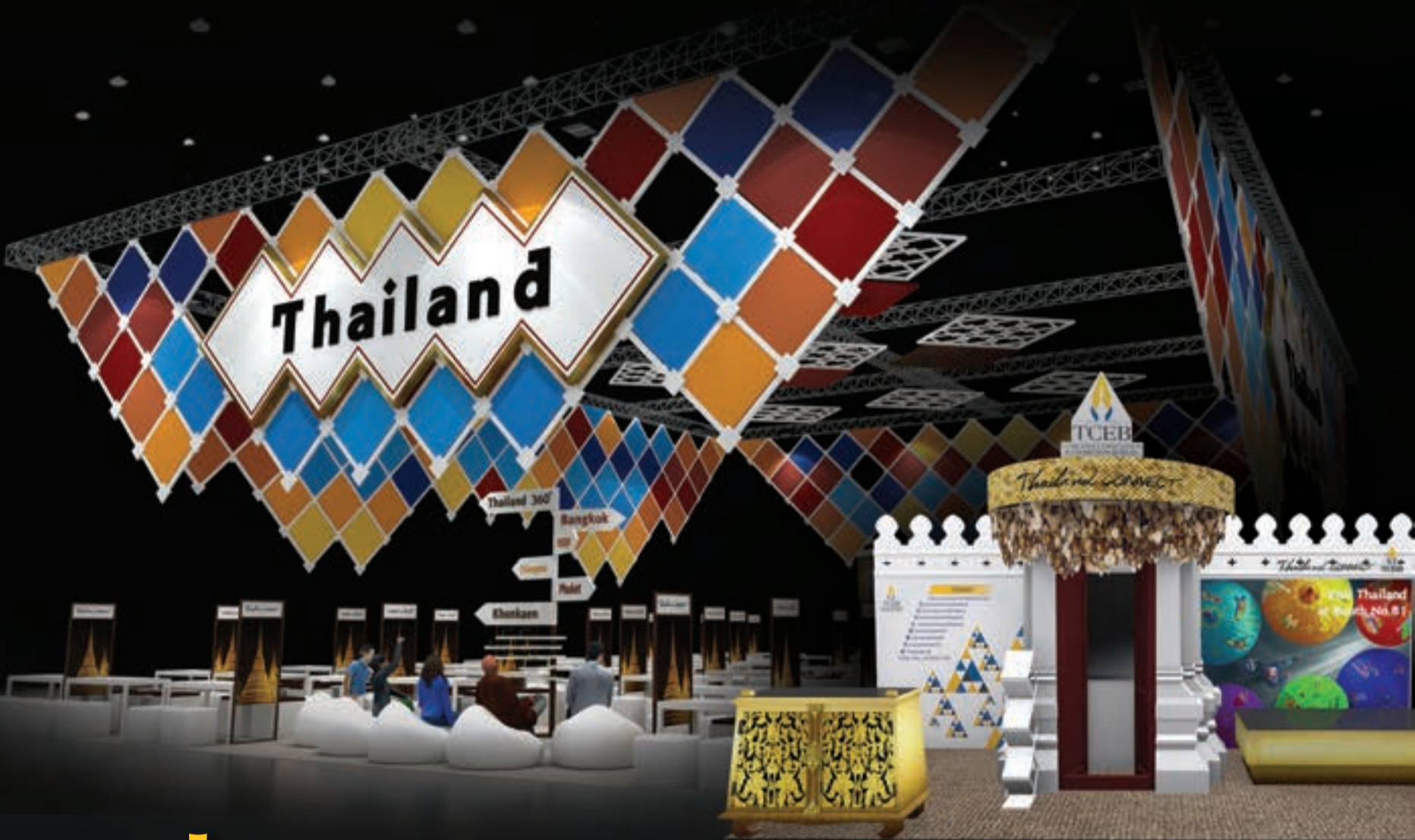
On the shelves

Al Meroz Hotel

Bangkok's first hotel certified by Dubai-based Gulf Halal organisation is targeting high-end Muslim markets in Asia, the Middle East and Europe. Located near the Airport Rail Link's Ramkhamhaeng station, the Al Meroz has 424 rooms, three restaurants and meeting facilities suitable for any event. The pool and gym are available exclusively for female guests during the morning and for male guests after midday. Copies of the Quran, directions to Mecca, prayer times and mats are available.

Best Western Plus Wanda Grand Hotel

Located on Chaeng Wattana Road, a 3.4km drive from Impact Exhibition and Convention Centre and 5km from the Government Complex, the Best Western Plus Wanda Grand Hotel is strategically positioned for the business traveller. Open since May, the upscale hotel features 183 rooms and suites ranging from 30m² to 88m² in size. Besides



Welcome to

IT&CMA and CTW Asia-Pacific 2016

Start Your Vibrant Journey to Successful Business Events in Thailand

CONNECT with the essence of Thailand at Pavilion No. B1

- Simulate your vibrant journey and variety of unique experiences with **Thailand 360°**
- D.I.Y. umbrella painting
- Amazing Thai boxing show

CONNECT with TCEB at Pop Up Thailand in Hosted Buyer Lounge

- D.I.Y. Thai handicraft

THAI BOXING SHOW TIME	
28 Sep 2016	29 Sep 2016
Round 1 : 10:00 - 10:03 am.	Round 1 : 10:00 - 10:03 am.
Round 2 : 11:00 - 11:03 am.	Round 2 : 11:00 - 11:03 am.
Round 3 : 01:00 - 01:03 pm.	Round 3 : 01:00 - 01:03 pm.
Round 4 : 03:00 - 03:03 pm.	Round 4 : 03:00 - 03:03 pm.
Round 5 : 05:00 - 05:03 pm.	

