



澳门金光大道

下一站会议展览场地

COTAI STRIP MACAO

ASIA'S ULTIMATE MICE DESTINATION



选择澳门金光大道为下一站会议展览场地的八大理由

8 Great Reasons to Host Your Next Event at Cotai Strip Macao

闻名海内外的澳门金光大道早已成为各大企业举办会展活动的首选，这里汇聚了全球最顶尖的酒店，包括澳门威尼斯人、澳门四季酒店、澳门喜来登金沙城中心酒店、澳门金沙城中心康莱德酒店及澳门金沙城中心假日酒店。为会议策划者带来多重好处：

Cotai Strip Macao has become a top choice for MICE events. With some of the world's most prestigious hotel brands — The Venetian® Macao; Four Seasons Hotel Macao Cotai Strip®; Sheraton Macao Hotel, Cotai Central; Conrad® Macao, Cotai Central; and Holiday Inn Macao Cotai Central — it satisfies all these requirements for MICE:

1 便捷的地理位置

澳门位居珠江三角洲的心脏区域，直达航班连接三十多个中国大陆及亚洲的主要城市，而由邻近的香港到澳门只需一小时，快捷便利。从澳门金光大道只需5分钟车程即可迅速抵达澳门国际机场及澳门氹仔客运码头。未来，港珠澳大桥的落成更能提升澳门旅游及举办活动的便利性。

Easy Access

Located in the heart of Pearl River Delta, Macao enjoys direct flights from 30 cities in China and Asia Pacific, or one hour by ferry from Hong Kong. Cotai Strip Macao is only 5 minutes from Macao International Airport and Taipa ferry terminal. With the future Hong Kong-Zhuhai-Macao Bridge, Macao is set to become even more accessible.

2 团队移动畅通无阻

备有专属客轮和车队，为团队提供包车和包船服务，方便快捷。而且，所有会展设施都在同一空间下，方便管理团队活动。

Hassle-free group movement

Ground Transportation can be easily arranged with a large fleet of coaches and ferries. Group activities can be managed easily as all MICE facilities are under one roof.

3 多元的住宿选择

澳门金光大道拥有5家国际品牌酒店，具备超过9,000多个房间，可同时容纳12,000位活动嘉宾与会及住宿，满足各种大小团队及企业活动预算的需求。

Wide range of accommodation

With 9,000 rooms from five international hotels catering to any group size and budget, Cotai Strip Macao is able to accommodate up to 12,000 delegates easily.



4 灵活的会议设施

这里拥有共12万平方米的会议及展览空间，包括274间分组会议室、75,000平方米展览厅和面积达6,500平方米并可同时容纳5,000多位与会嘉宾的无柱式威尼斯人宴会厅，彼此相连并近在咫尺。

Abundant meeting and event facilities

Cotai Strip Macao has 120,000sqm of flexible meeting and exhibition spaces, including 274 breakout rooms, 75,000sqm exhibition hall and 6,500 sqm pillar-less ballroom for 5,000 delegates, they are all connected and within walking distance.

5 一站式服务

在澳门金光大道的活动设计与创新是毫无限制的，一切都可量身订制。这里有专属的专业影音、场地布置和旅游服务，还有一队庞大的娱乐表演队伍，为团队活动提供现场音乐、杂技、舞蹈和中式表演，甚至「体验梦工场」里的史瑞克，都可带到您的活动中，给您的宾客一个难忘的体验。

One-stop shop for event planner

Everything can be tailored to your needs at Cotai Strip Macao. The in-house team of banquet, audio visual, flora arrangement, travel & tour professionals together with 200 entertainers will ensure your event will proceed flawlessly. Now, you can also bring Shrek from Dreamworks Experience to wow your delegates.

6 丰富精彩的娱乐休闲

这里拥有15,000个座位的金光综艺馆及1,800个座位的威尼斯人剧场，经常举行各式文娱艺术活动。并有超过600个国际品牌进驻的免税商店，上百种餐饮选择，让客人们会后能纾解压力。而且，新的娱乐活动也不断问世，如「体验梦工场」就深受各界欢迎。

Diverse activities for delegates

Delegates can enjoy sports event and concert at the 15,000-seat Cotai Arena or the 1,800-seat The Venetian Theatre. There are also 600 duty free shops and 100 dining options. And there is always something new, such as the popular DreamWorks Experience.



7 独特的葡萄牙文化历史

拥有特殊的殖民地历史背景，澳门为中西文化汇聚之地，并拥有二十五处世界文化遗产的认可，让您的会展活动更添独特色彩。

Portuguese culture and history

With its unique Portuguese colonial history, Macao is truly an East-meets-West city. It boasts 25 UNESCO World Heritage sites, which provide spectacular backdrops for group activities.

8 政府全力支持

澳门贸易投资促进局(IPIM)提供会议竞投及支持「一站式」服务，配合各种奖励计划，为会奖提供住宿、餐饮、主题演讲嘉宾住宿、交通，宣传等一系列的支持。

Strong government support

Macao Trade and Investment Promotion Institute (IPIM) provides a "one-stop shop service" for MICE bidding and support. The generous Stimulation Programs help MICE planners defray costs in accommodation, food & beverages, speaker travel, local transport, event promotion and other areas.

尽享非凡会议礼遇

专业先进的会展设施，再配合澳门金光大道最新的非凡会议礼遇，提供活动策划者多重会议选择。

凡于澳门威尼斯人、澳门金沙城中心康莱德酒店或澳门金沙城中心假日酒店，预订会议套票连一晚住宿达25间客房或以上者，可尊享以下礼遇：

- 最终帐单九五折优惠
- 免费房内无线上网
- 另加享下列任何两项礼遇：
 - 金光飞航单程船票
 - 前往或离开酒店专车接送
 - 特色娱乐表演
 - 订25送1房间住宿优惠
 - 订25送1房间免费升级优惠
- 额外礼遇 - 预订指定日子送免费早餐

请于2014年8月31日或之前预订会议，并于2015年12月31日前入住，即可尽享上述礼遇。详情请致电+853 8118 3388或电邮至enquiry@cotaistrip.com。

Meetings More Rewarded

With a superb range of MICE facilities, MICE planners now have an even better reason to choose Cotai Strip Macao with the "Meetings More Rewarded" package.

From now until 31 August, simply book a minimum of 25 rooms with a meeting package for one night at The Venetian Macao; Conrad Macao, Cotai Central or Holiday Inn Macao Cotai Central to enjoy:

- 5% off master bill
- Complimentary in-room Wi-Fi
- A choice of two from the following:
 - One-way Cotai Water Jet ticket from Hong Kong
 - Dedicated coach transfer on arrival or departure
 - Welcome entertainment performance
 - 1 complimentary room for every 25 rooms booked
 - 1 complimentary upgrade for every 25 rooms booked

BONUS: Complimentary breakfast on selected dates

Valid for meetings until 31 December 2015 when contracted by 31 August 2014.

For more information, please call
Tel: 853 8118 3388
Email: enquiry@cotaistrip.com



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Bridging the culture gap

By Xinyi Liang-Pholsena

China is gaining prominence as an incentive destination for global companies with its developed infrastructure, ample scenic landscapes and steeped history, but industry players in the country now need to play catch-up in the 'soft' aspects to deliver a complete meaningful experience for overseas clients.

With growing market sophistication, there is a stronger interest in cultural and theme properties such as hotels in courtyards, spa hotels and theme hotels like the Venetian or Hotel Indigo in Lijiang Old Town, observed Zhao Hongyu, COO of TUI China.

Sharing similar sentiments, Liu Ping, CEO of China Star, an inbound specialist in incentive travel whose main source mar-

kets are Holland, Germany and the US, shared that "themes" and "insider experiences" are key to delivering an impressive incentive programme in China.



Zhao: incentive courses needed

Liu remarked that that few players – apart from DMCs with overseas backing – in China fully understand incentive travel. "There are too many ancient town replicas and *Raise the Red Lantern*-type destinations in China," she said, adding that she is travelling across the country more often than ever in search of unusual products to wow clients.

However, cultural differences continue to pose challenges for Chinese incentive houses catering to foreigners. She added: "For Chinese, dinners are seen as opportunities for social interaction between delegates, whereas Westerners pay higher

emphasis on functions such as welcome parties, cocktail parties and teambuilding sessions as platforms for interaction between delegates.

"Westerners are concerned about content, Chinese are concerned about form," she opined on the cultural gap in expectations.

"It's not about creating a memorable event or enough to have good groundhandling services," she said, urging Chinese incentive planners to understand that the motivations of Western incentive travel are founded not just on monetary terms but also psychological well-being of staff as well.

Kristina Forssell, director of Singapore-based 8th Wave Events & Destinations, shared: "Chinese agencies can often produce anything but

not exactly the flavour you're looking for, and sometimes the knowledge and understanding are just no there.

"We used to struggle with seating arrangements in China as restaurants were more inflexible then. For example, they sometimes could not under-



Liu: focus on psychological needs

stand that Western clients may not want to seat 10 people at a table and not be served food in the traditional Chinese set-up even though they're having Chinese cuisine."

Although a cultural gap may still exist in the Middle Kingdom's understanding of the Western market, Joost de Meyer, chairman and CEO of First Incentive Travel US and an active Site International member thinks "that's the beauty".

He said: "People want to see China because it is something

they read about and see on TV. Although there are differences, there are also comfort zones," he said.

"The American groups, for example, when they come here, are able to stay in brands they are familiar with back home – InterContinental, Westin and Marriott – and more people in China speak English, which is an absolute advantage."

Forssell added: "Standards are improving in China, and there are more competent staff in agencies as well, making it easier for us to communicate with our Chinese partners than a few years back."

Meanwhile, Zhou also lamented the lack of specialised skills among incentive planners.

"It is regrettable that tourism universities and tertiary institutions hardly have any dedicated courses on incentives, instead using exhibition and conference course materials to teach future talent of the incentive industry," she said.

Additional reporting by Raini Hamdi

US incentive travel rebounding: de Meyer

By Raini Hamdi

The US incentive travel market, slowed down by the debt-crisis in recent years, is on the rebound, albeit with smaller budgets, and Asia faces competition for it from the Caribbean and Mexico, as well as second-tier European cities, according to Joost de Meyer, chairman and CEO of First Incentive Travel US and an active Site International member.

"We see that the US incentive market is coming back and companies are going on incentives with their clients or staff," said de Meyer. "But budgets are smaller, while the duration of trips is getting shorter."

"The content of incentive programmes is also shifting because of the changing demographics of participants – younger people want to have more free time to experience the destination and meet locals."

Second-tier European cities are getting more popular as they are cheaper than established incentive destinations like London, Paris and Italy, he

said. Asian destinations should also be benefiting from the rebound. Besides destinations like Thailand, China and Vietnam which are well-known to the US market, de Meyer sees growing interest for Myanmar.

Asked what China needs to do to attract more US incentives, de Meyer said: "China should...attend well-known (trade) shows like IMEX (Frankfurt), IMEX America, AIBTM, etc. It should also seek cooperation with associations like Site and MPI. Seeing is believing, so it is always wise to organise fam trips (for US incentive planners)."

De Meyer helped in the formation of the Site China Chapter in 2006. He said for the chapter to grow further, it has to address the challenge that China is a large country, thus it is difficult to organise meetings and events for all members. "It has to be on a local scale, i.e., organising meetings for members in Beijing, Shanghai and Hong Kong. It has to be supported by the local government," he said.



All hands on deck to deliver a great show

The eighth IT&CM China tradeshow, jointly organised by TTG Events, CITS International M.I.C.E and MP International, opened yesterday with its strongest Chinese delegation to-date. Close to 480 Chinese buyers – making up 70 per cent of total buyer count – will attend the annual three-day event in Shanghai.

Speaking at the IT&CM China 2014 Official Press Conference at Grand Kempinski Shanghai yesterday afternoon, TTG Asia Media, managing director, Darren Ng, said this year's event is also especially notable for having the largest exhibition showcase in its history and for the revival of Association Day and Corporate Travel Forum. Also new to the tradeshow is a series of association meeting and corporate travel presentations by representatives from CVBs, NTOs and leading hospitality brands such as Oberoi Group and Tourism New Zealand.

IT&CM China 2014 is the anchor event of the Shanghai Business Events Week, which runs from April 14 to 17.

In the picture above are MP International's Jason Ng, TTG Asia Media's Ng, and CITS International M.I.C.E's Zhang Xilai and Wang Yayu.



Scan this QR Code to instantly access IT&CM China 2014 video dailies, or go to www.itcmchina.com Publicity Videos to view

{ In brief }

Kaohsiung opens new MICE venue

The Kaohsiung Exhibition Center (KEC), a 4.5-hectare venue in the city's New Bay Area has officially opened its doors on Monday. As the first waterfront multifunctional exhibition and convention centre in Taiwan, KEC is expected to attract more than 800,000 visitors and generate NT\$3 million (US\$99,294) in revenue for related industries in its first year of operations. In 2015, it is expected to achieve one million visitors and NT\$4 million in revenue. Some 50 events have been secured to-date.

Anantara arrives at Mt Emei

Anantara Emei Resort & Spa has opened at the foot of UNESCO World Heritage site, Emei Mountain in Sichuan Province. Featuring 90 guestrooms, 40 pavilions and 20 villas, the resort caters to corporate clients with a stable of 10 meeting and event venues. A range of F&B outlets are available, such as Jinyi for Sichuan and Guangdong cuisines, Cultivar for Chinese and European fare and Yunshang Wine Cellar. Spice Spoon, Anantara's cooking classes, also allow guests to dive into local food markets and learn how locals prepare their food.

Stay connected at IT&CM China

The organisers of IT&CM China have created a smartphone app that facilitates communications among delegates and helps users navigate the show efficiently. A list of exhibitors and buyers is captured in the app, allowing users to identify and contact their targets during the tradeshow. The event programme is captured in the app too, and an alert function will keep users on track with their schedules. Interactive floor maps of Shanghai World Expo Exhibition & Convention Centre are also available.

AACVB mulls stronger HQ set-up

By Raini Hamdi and Paige Lee

No decision has been made on the structure of the new Asian Association of Convention & Visitor Bureaus (AACVB) headquarters, a far more crucial aspect in growing the region's congress market than the decision to move the base from Macau to Bangkok.

Thailand won the bid to host AACVB's HQ late last year, over South Korea, and Macau relinquished that responsibility to Bangkok officially on January 1 this year after hosting the HQ for 30 years. In Macau, it is believed the HQ comprised two or three Macau Government Tourist Office staff helping out with AACVB matters but, with Asia as a rising star in the conventions market, more support is needed.

Asked if the HQ would be a full-time secretariat or have dedicated full-time staff, Thailand Convention & Exhibition Bureau (TCEB) director of marketing and corporate image department, Parichat Svetasreni, said: "We are discussing this. My idea, and TCEB's vision, is to grow the AACVB and

conventions in the region sustainably. We now have a good foundation with eight countries (in the membership)."

"Asia is the rising star in business events, while associations in Europe and the US like to rotate their conventions. We will try our best to be the one-stop centre in promoting the region to them. If an association wants to rotate its event

Kevin Leong, former AACVB secretary-general (1992-1995), when contacted by the *Daily* for his views.

"If the HQ is required to be proactive in initiating or implementing programmes decided by the Board and secretary-general/president, it will be crucial that the HQ be well-organised and resourced.

"If that is the case, the loca-

Asked what sort of set-up would the AACVB need today to function effectively, Leong said: "A permanent secretariat with staff dedicated to the association to oversee the implementation of plans developed by the board and the secretary-general."

AACVB did discuss this as part of its full-day meeting/AGM on Monday but president Zulkefli Sharif declined to comment, saying it was premature.

AACVB members currently comprise the MICE bureaus of China, Hong Kong, South Korea, Macau, Malaysia, the Philippines, Singapore and Thailand.

Svetasreni said there was opportunity to court countries within the Greater Mekong sub-region (GMS) into the membership with Thailand's "strategic location" as the hub to GMS.

"Thailand is a good location and we can help coordinate and facilitate the expansion of the membership to other countries like Cambodia, Laos and Vietnam (where MICE is rising) to make the association a truly Asian association," she said.



"We will try our best to be the one-stop centre in promoting (Asia) to (European and American associations)"

Parichat Svetasreni

Director of marketing and corporate image, Thailand Convention & Exhibition Bureau

from Europe to Asia – be it Singapore, Thailand, Malaysia or anywhere else – we can provide the information and assistance. As you know, there are different subvention schemes and (MICE attractions) in each Asian country."

However, the structure of the AACVB HQ is more critical than where it is based, said

tion of the HQ will need to be stable and not subject to social instability as that detracts from the focus of the staff. If the HQ merely supports the secretary-general passively, it does not matter where it's located. In that case, the staff of the secretary-general would be more important – as it was for me," said Leong.

Suzhou's Taihu steps into MICE terrain

By Xinyi Liang-Pholsena

The industrial powerhouse of Suzhou is now keen to fortify its presence in the MICE market, with the latest efforts zeroing in on Taihu, a scenic area that became one of China's national wetland parks in 2011.

Suzhou Yuyang Exhibitions was recently launched to spearhead Taihu's MICE development, according to the company's marketing department head, Pan Zhuzhu.

Pan said: "In addition, we have just rolled out a new incentive last Friday, with the local government offering financial subsidies of up to 30 per cent for events with at least 100 pax and RMB100,000 (US\$16,073) expenditure in Taihu."

Pan also informed that in-

ternational branded hotels like Marriott and InterContinental will debut in the city come 2015, adding to the area's existing facilities like yacht club, golf course and convention centre.

Lauding the government's newfound interest in MICE business, Suzhou Taihu International Conference Center sales department manager, You Jian Xin, said:

"For years, Suzhou has placed emphasis on industrial development and our MICE development generally lags behind Hangzhou, which has achieved critical success in this area."

He added: "We have not launched any individual efforts to promote our facility to inter-

national markets yet, but is currently following promotion efforts led by Suzhou Yuyang Exhibitions," he remarked,



Song: competition is good for all hotels

adding that the centre hosted several high-profile international events in the last few years, such as World Cultural Forum, China-Africa People's Forum and China-Europe High-Level Political Parties Forum.

Also seeing potential in expanding Taihu's MICE business, Jason Song, sales department assistant manager, Xiangshang International Hotel, commented: "The government's austerity drive impacted greatly on hotels, resulting in a big loss of busi-

ness and revenue, hence hotels are now looking at other ways to make up for the shortfall."

Meanwhile, Song is looking forward to the competition that the debut of international branded hotels will bring to Taihu.

"Standards will rise correspondingly and there will be a multiplier effect on all businesses. I'm confident that there will be enough cake for everyone," he said.

Trade players have remarked that international awareness of Taihu is still on the low side, an observation acknowledged by Pan. "We're still in the start-up stage, so we're now trying to put everything in place. We are building up our branding now by attending tradeshow such as IT&CM China," she said.

TTG Publishing Travel Trade

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40tude

Forty Years, As Strong As Ever

Sharper looks, stronger content



Like a bottle of good wine, TTG Asia Media gets better with age and as it celebrates its 40th anniversary this year, travel trade specialists can expect to see a slew of surprises throughout 2014. One of the highlights is the revamp of flagship title, *TTG Asia*, which has recently unveiled an all-new look and approach. Packed with ideas and inspirations for travel agency CEOs and travel consultants to stay sharp and smart, the print title is now more in-depth than ever before, focusing on trends/issues, case studies, intelligence, destinations and incisive commentaries.

TTGmice has also been updated to give it a vibrant layout and new sections such as In Focus and Marketplace, while *TTG Asia Luxury* will reach out to luxury travel buyers twice this year instead of just once.

New to the TTG Asia Media family is *TTGassociations*, a quarterly publication aimed at arming association secretariats in Asia-Pacific with all the knowledge they need to bid professionally for their next global congress, plan and execute it with finesse.

The company will also extend its reach in the online sphere with Travel Trade e-Space, a virtual B2B travel mart, and Roomonger, a B2B e-commerce portal which offers real-time room bookings with instant confirmation. Contact cecilia.teo@ttgasia.com for more information on Roomonger.



Sri Lanka eyes dragon's offsprings

By Paige Lee Pei Qi
Encouraged by strong Chinese interest in Sri Lanka, the destination's convention bureau has taken a bolder step forward in courting business events traffic from China.

Leading a delegation of business event suppliers, the Sri Lanka Convention Bureau (SLCB) is exhibiting at IT&CM China for the first time.

Vipula Wanigas-ekera, general manager of SLCB, said: "China is a primary market for Sri Lanka's (leisure) and MICE tourism industry. We expect to welcome at least 100,000 Chinese travellers this year, a 50 per cent increase from 2013, based on the present enthusiasm that the market has for our destination."

"Our participation in IT&CM China will give us the opportunity to introduce Sri Lanka's diversity, compactness and MICE capabilities in attractive locations."

He believes that Sri Lanka's diverse attractions make ideal venues for corporate incen-

tives and meetings, and added that Chinese consumers are especially interested in novel experiences.

He said: "(Chinese) corporates will (want to) host their guests on our beaches and mountains, and in the wildlife parks. We offer different and exciting experiences, from plucking and producing tea leaves, to spending a day in an eco village, to observing leopards in the wildlife parks."

Priyal Inguruwatte, assistant manager of Sri Lanka-based Royal Holidays, said the rise in direct flights from China have helped to boost interest from the market.

"The Chinese are going everywhere and need new destinations to explore. They can find fresh experiences in Sri Lanka," he opined.

Shirish Dhanjee, managing director of Seychelles-based Vision Voyages DMC, who works with Sri Lankan travel firms to promote dual-destination corporate programmes,

said: "There are many large convention centres and hotels with quality meeting facilities in Colombo that the Chinese may not yet know of. To bring the Chinese the best of both worlds, we want to host them in Colombo for their meetings and then bring them to the beaches in Seychelles for the incentive part."

Although language is a problem for Chinese visitors, Inguruwatte noted that corporate clients "will always bring their own translator".

He added that his "drivers and guides are willing to learn basic Chinese phrases to communicate with (travellers)".

Besides the capital city of Colombo, Sri Lanka's southern coastal town of Hambantota is emerging as a major MICE centre. The 1,500-seat Magam Ruhunupura International Conference Hall opened last November as the country's second international conference venue. The town will also welcome new hotels like the 375-key Shangri-La's Hambantota Resort and Spa which is due to open next year.



Inguruwatte: better air access now

Celebrate team spirit at Sheraton Guangzhou Huadu



The Sheraton Guangzhou Huadu Resort launched a teambuilding facility last month, giving itself bragging rights as the only international branded hotel in South China to boast such a dedicated infrastructure.

The facility is equipped with a 'climbing wall', 'broken bridge', 'giant ladder' and 'trust fall' - features designed to help participants acquire communication and leadership skills, and fortify team spirit.

Ivo Estorninho, general manager of Sheraton Guangzhou Huadu Resort and Four Points by Sheraton Guangzhou, Dongpu, told the *Daily* that the property was motivated to build the facility following numerous requests from guests

for teambuilding activities. Estorninho revealed that the hotel's main corporate clients hail from Guangzhou, Shenzhen, Beijing and Shanghai, while companies in the rest of Guangdong province, Hong Kong and Macau are also being targeted.

The facility has enjoyed a "very strong" response from corporate clients since its launch, with several bookings confirmed for the coming months, said Estorninho.

Half- and full-day teambuilding packages are available, and activities can be adapted to the needs of participants. Certified facilitators are also on hand to support teams. - Paige Lee Pei Qi



杭州千禧度假酒店
Millennium Resort Hangzhou



青岛国敦大酒店
Cophorne Hotel Qingdao



台中日月千禧酒店
Millennium Vee Hotel Taichung



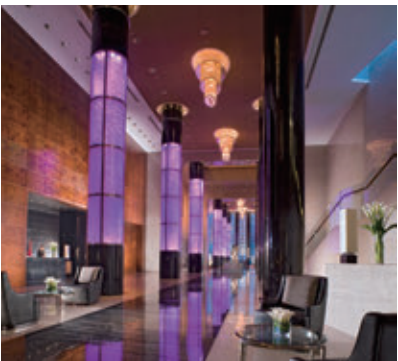
厦门海景千禧大酒店
Millennium Harbourview Xiamen



上海千禧海虹大酒店
Millennium Hongqiao Shanghai



成都新东方千禧大酒店
Millennium Hotel Chengdu



北京千禧大酒店
Grand Millennium Beijing

在千禧
你总是在最好的地方
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By Patrick Tan



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Tutt Bryant Group Australia's Sarita Verma and Record Point Australia's Cherish Breadmore



Vedi's International India's Rocky Kerney and Paveway Explorer Holidays Singapore's Jessie Chao



Profitour Italy's Bloise Viviano



Smart Aussie Ideas Australia's Janet Price and CCA Transport Australia's Sharon Neave

Locking in on the Middle Kingdom

Obstacles abound but Brunei MICE sellers are bent on courting the Chinese, reports **S Puvaneswary**

Air access and limited entertainment options in Brunei are main obstacles to the Sultanate's quest for corporate events from China, but local MICE specialists are not letting that stop their courtship of Chinese clients.

Currently, Royal Brunei Airlines is the only airline serving the Bandar Seri Begawan-Shanghai route with three flights weekly. It operates every Monday, Wednesday and Friday using the Airbus 320 with a configuration of 12 business class and 132 economy class seats.

This is the only point in China that Royal Brunei Airlines flies to.

Inbound MICE specialists in Brunei said the destination needed more direct flights to China, especially to first tier cities, in order to gain a bigger share of the Chinese MICE market.

Khirul Zainie, managing director of MegaBorneo Tour Planner, told the *Daily* that he is only targeting small groups of less than 50 people from Shanghai, as securing seats for larger groups is a challenge.

Khirul added that Brunei will be sold as a dual destination, either combined with Malaysia or Singapore. Explaining the rationale, he said: "Brunei lacks attractions that appeal to Chinese MICE travellers such as night entertainment, gaming and drinking. It will be easier to sell when Brunei is combined with another destination where travellers can drink, shop and have venues for night entertainment."

Freme Travel Services manager, inbound and MICE division, Sugumaran Nair, shares Khirul's constraints with seat capacity. "If we get a bigger group (of more than 50 pax), we will have to split the group and have the delegates arrive into Brunei in batches."

Sugumaran added: "We will have a stronger chance of securing more business from first tier cities like Beijing and Guangzhou if we had direct flights. Most MICE organisers prefer direct flights due to time constraints as the average stay in Brunei is about three days."

Last year, Freme saw an uptick in incentive business from China over 2012. It is still too early to gauge how 2014 will pan out for the company, but Sugumaran said forward bookings are coming in.

Jodie Chu, tour coordinator for Bon Asia Holidays, said the company had confirmed a number of incentive groups for 2014 with an average of two- to three-day stay. Sabah was usually a popular choice for twin programmes with Brunei, she noted.

Also in on the Chinese MICE action is Orchid Garden Hotel. Mohd Iswandi Maaruf, director of sales, said the hotel is working with inbound operators handling the Chinese market to create conference and leisure packages.

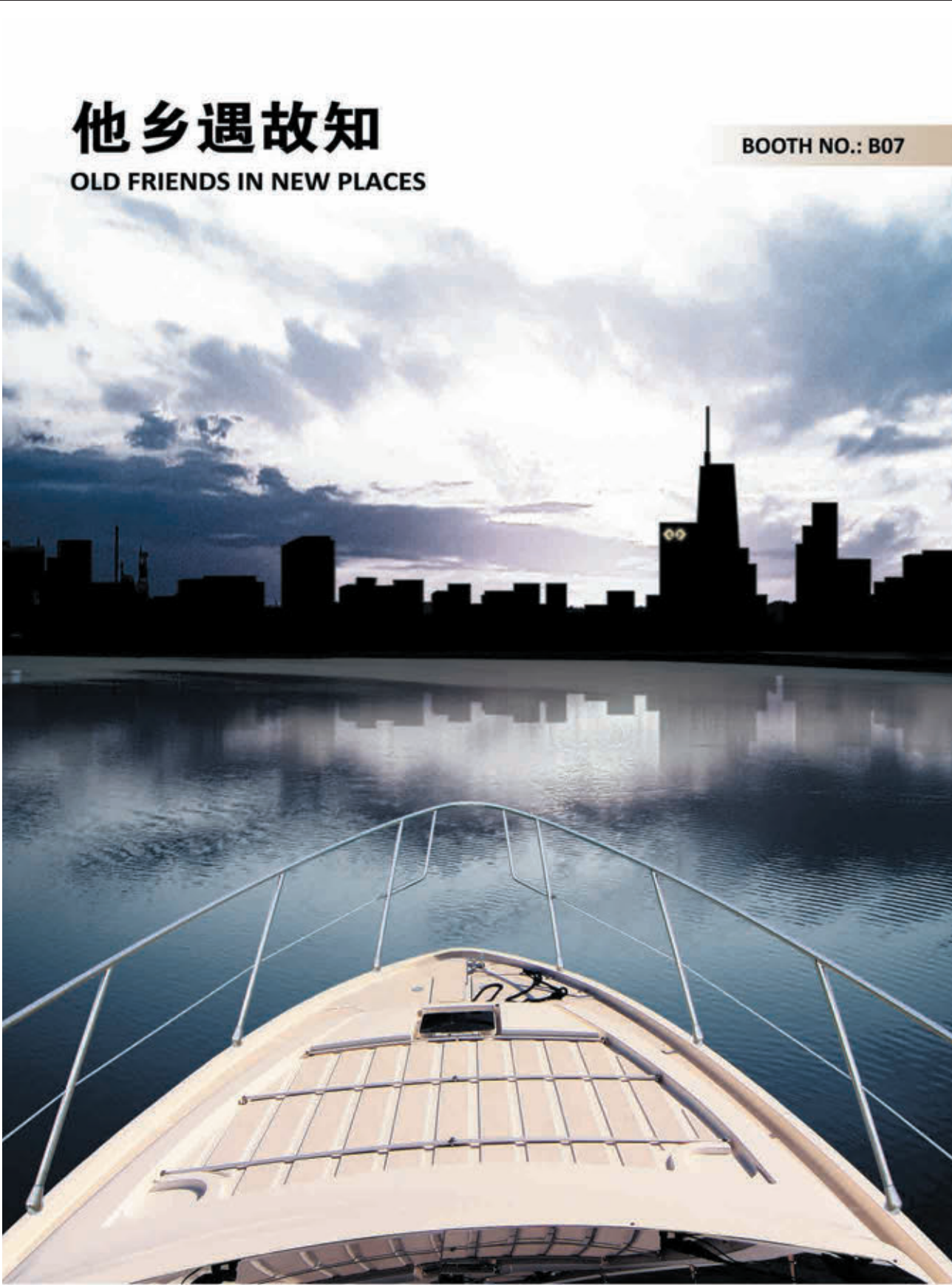
He said the hotel works well for Chinese MICE groups because of its Vanda Chinese Restaurant and proximity to

Brunei International Airport and Brunei Convention Centre.

Private MICE stakeholders in Brunei are supported by Brunei Tourism's efforts

to promote the Sultanate as a meetings and incentives destination. The bureau is going direct to the top 1,000 corporate firms in Greater China, while its China

office will also participate at ITE 2014 in Hong Kong. A MICE guide has also been produced to raise awareness of the destination and its event infrastructure.



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432 The number of direct weekly seats to Shanghai on Royal Brunei Airlines, the only airline offering direct air access to mainland China.

Slower growth in China MICE

HKTB, MEHK are determined to maintain investments in China's MICE markets. By **Prudence Lui**

The effects of the Chinese government's move to curb lavish official spending and to tighten travel budgets are apparent in Hong Kong's MICE arrivals from China last year. Growth from Chinese MICE traffic had slowed to a mere 2.6 per cent in 2013. In 2012, the market recorded growth of 8.4 per cent.

In Hong Kong where Chinese travellers make up a large portion of total arrivals, some hotels have reported a poor year for business. Hotel Nikko Hong Kong saw a 26 per cent dip in total room nights last year over 2012, while The Mira Hong Kong's performance fell 50 per cent shy of its forecasted figures for 2013.

The Mira's director of sales and marketing, Eva Kwan, told the *Daily*: "MICE business from China was not as good as what we had in 2012, falling by about 30 per cent. So far, meetings still dominate (the business contribution from Chinese MICE), followed by incentives and conventions."

"We believe that Chinese MICE business will improve this year, especially from key industries like pharmaceutical



Chinese MICE traffic to Hong Kong has slowed; the city's skyline pictured above

and IT. These industries have generated quite a lot of requests for us lately."

On the other hand, Hong Kong SkyCity Marriott Hotel reported eight per cent year-on-year growth in Chinese MICE business for 2013. Director of marketing, Peter Sih, explained that the Lantau Island hotel's China traffic came mostly from "commercial entities" and for events and conferences at

AsiaWorld-Expo, and was therefore insulated from the Chinese government's austerity drive.

Sih said: "We are projecting similar growth for 2014. With the opening of the new Zhu Hai-Macau bridge, we are anticipating more opportunities. Lantau Island's positioning as a MICE destination will be strengthened once it is directly connected to China and Macau."

On the exhibition front, the

Hong Kong Convention and Exhibition Centre (HKCEC) has not seen any change in attendance from China at its trade exhibitions and conferences. The number of buyers and exhibitors from China had remained strong for most of the trade fairs held in 2H2013 and 1Q2014.

Managing director of HKCEC Management, Monica Lee-Muller, said: "The venue continues to host exhibitions organised by mainland Chinese provincial governments to promote investment and tourism opportunities. Business from this sector constitutes only a very small portion of HKCEC's event portfolio. It has been steady in the last few years and we do not foresee any dramatic change."

Meanwhile, Meetings and Exhibitions Hong Kong will "continue to participate in tradeshow and work closely with MICE agents in China" to ensure Hong Kong stays top-of-mind among Chinese business event planners, according to its

general manager of MICE and cruise, Kenneth Wong.

"We will also continue to explore the potential of association meetings and conferences from China. We'd like to connect mainland associations and their corresponding chapters in Hong Kong."

"Last January, we organised a familiarisation trip for association representatives from Beijing and Shanghai to Hong Kong," Wong added.

For Hong Kong Tourism Board, China is one of its top three priority markets. Stronger promotions have been ordered in China, with the focus being on pharmaceutical, direct sales, insurance, automobile, information technology and finance industries.

An additional HK\$45 million (US\$5.8 million) has been budgeted by the government to fund more attractive and targeted services and concessions for event organisers and participants in the next three years.

2.6

The percentage increase in overnight Chinese MICE arrivals to Hong Kong in 2013 over 2012, pushing the total to 745,242 visitors. China contributed 45.6 per cent of Hong Kong's total visitor numbers last year.

Spotlight

Point of attraction

Opened in May 2013, Hong Kong Disneyland Resort's Mystic Point is an attraction that brings to life the story of eccentric explorer, Lord Henry Mystic, and his travel companion, Albert the Monkey. The theme zone features the Mystic Manor, the trackless Mystic Magneto-Electric Carriage ride, new characters, special effects, unique architecture and the 500-seat Explorer's Club Restaurant where Asian cuisine and Halal-certified food are served.

Martin Leung, business solutions & events director of Hong Kong Disneyland Resort, said: "The restaurant is the perfect

location for corporates to host several events of different themes at the same time. There are five rooms, each representing a different country and its culture. We have Egypt, Russia, Morocco, India and China."

Diverse dietary requests can be accommodated at Explorer's Club Restaurant, as it serves a wide range of Asian cuisines, such as Japanese, Korean and Indonesian.

Besides Mystic Point, Hong Kong Disneyland Resort offers many other locations that can be used to host tailor-made, themed events. Options include the open area in front of Mystic Point Freight Depot.

Toy Story Land and Grizzly Gulch theme zones are also available for charters and can accommodate groups with 1,000 to 5,000 guests.

China Travel Service (HK) Destination Management Centre deputy general manager, George Kai, said Hong Kong Disneyland Resort "now offers greater flexibility" for buyout experiences for smaller groups and is becoming increasingly popular for incentives and teambuilding programmes. – **Prudence Lui**



Need to know

Star dining

Classic Italian restaurant, L'altro, helmed by Michelin two-star chef Philippe Léveillé, serves an exquisite à la carte menu and a specially designed tasting menu. Chef Philippe will work with clients to creatively incorporate branding messages into the dining event.

There are two VIP rooms that can each accommodate eight people or be combined for 16-pax dining functions, while the restaurant as a whole has capacity for 150 people in a standing cocktail setting or 110 for sit-down dinners.

Outside catering option is available for groups of 10 to more than 100 people.

Visit www.laltro.hk for more information.

Park survivors

Ocean Park Hong Kong offers a series of tailor-made teambuilding programmes for corporate groups, and its signature activity is the Ultimate Survival. Blending drama with education, the activity requires participants to become part of a rescue team to solve national crises for Kacalia, a virtual country, by tackling challenges. The theme park's facilities will be utilised in the challenges. Participants can expect to get on the Whirly Bird, for instance, fly up high and communicate with team members on the ground.

In addition, Ocean Park will debut a CSR programme this year. Visit www.oceanpark.com.hk or email sales@oceanpark.com.hk for details.

More Disney magic for meetings

Hong Kong Disneyland Resort is offering a new meeting package from April 1 to August 31. Priced at HK\$825 per person (US\$106), the deal includes full-day use of a meeting room, set lunch or lunch buffet (at least 50 guests) at the conference centre, two refreshment breaks, free flow of coffee, tea and candies all day, and one admission ticket to the theme park per delegate after 16.00.

The package is not valid for events held on Friday and Saturday, and requires a minimum booking of 20 guests. A 10 per cent service charge applies.



A brand new lounge

Holiday Inn Golden Mile Hong Kong now boasts a new Executive Club Lounge on lower level 2. Flaunting luxurious finishes, the lounge features secretariat and business services, free Internet/Wi-Fi access, two private boardrooms and four cyber stations. Call (852) 2369-3111 for more information.

Better connections, better eats

Hong Kong Convention and Exhibition Centre has further upgraded its Wi-Fi system at the end of last year, enabling it to accommodate up to 5,000 concurrent users. It has also installed additional access points to further improve reception. Wi-Fi connection is offered free to visitors.

More recently, in March, the centre embarked on an extensive renovation of its restaurants. The Congress Restaurant will be the first outlet to be refurbished and is scheduled to reopen in July.



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Big Chinese wins for Australia

Improved air links, visa regulations will boost Chinese arrivals to the land down under. By **Karen Yue**



Large Chinese firms like Perfect China are giving Australia the thumbs up

Australia continues to feature high on Chinese business event delegates' checklist of destinations to visit. In 2013, the destination welcomed several massive corporate gatherings from the Middle Kingdom, such as the 1,000-pax Herbalife China incentive that toured the Gold Coast over five days, and the 3,000-pax Perfect China Leadership Seminar that headed to Sydney for four days.

According to Business Events Australia, there has also been more Chinese associations looking to meet in Australia, fueled

by a growing desire to trade and learn from their Australian peers. The number of Chinese delegates attending international association congresses in Australia, such as the World Diabetes Congress in Melbourne last December, has risen too.

Business Events Australia said incentive travellers contributed to the overall rise in Chinese visitors in 2013, which grew 14 per cent to a record 715,000 visitors, despite the four per cent decline in business visitors from China for the year.

Also seeing good performance in the Chinese market is Accor Australia. It registered a 17 per

cent growth in Chinese business last year, despite a "small drop in government delegations due to new policies within the Chinese government and some state-owned enterprises".

Speaking to the *Daily*, Henrik Berglind, vice president sales, distribution & loyalty, said pharmaceutical and direct selling industries are Accor's key sources of business event groups from China.

He has also observed "larger groups from China and wider regional dispersal within China" as a result of improve airlinks between China and Australia.

Berglind added: "Accor was involved in securing several major Chinese business events in 2013, not least of all the Perfect China incentive."

Accor's success in the China MICE market can be attributed in part to its Chinese Optimum Service Standards, a programme which ensures the best service for its Chinese guests. More than 50 Accor properties in Australia are accredited to provide Chinese Optimum Service Standards.

"The Standards is attractive to the business event sector and corporate travellers because it guarantees home comforts for Chinese guests. Small things

such as having congee on the hotel's breakfast buffet and welcome letters and important hotel information in Mandarin make all the difference," Berglind said, adding that hotel employees were also trained in Chinese culture and customer service "to ensure they have a good understanding of the requirements Chinese guests may have".

"The Standards has encouraged a strong following for our hotels across Australia (over the past three years)," he said.

This year Australia will go on to host some large Chinese business events. In the second half of the year, some 4,500 delegates from Pro-Health China, known as Baojian on home ground – will flock to Sydney for a five-day conference and incentive. The event is expected to contribute an estimated economic impact of A\$22.5 million (US\$19.9 million) to New South Wales.

Explaining the company's choice, Pro-Health China president, Jason Li, said: "Sydney is a dynamic city with many at-

tractions that will give our top distributors quite a unique travel experience."

Chinese business arrivals are also expected to rise on the back of a new three-year multiple entry visa to Australia for the market. Prior to this, Chinese business travellers were allowed a one-year multiple entry visa.

Business Events Australia, which regards China as its key source market, will boost destination marketing efforts this year through the Australia Business Events Showcase in Shanghai from April 9 to 11. The event will see 16 Australian business events specialists – a mix of local MICE bureaus and product suppliers – meeting and exploring business opportunities with 40 Chinese MICE agents and 40 corporate decision-makers. Although the showcase is an annual initiative by the national MICE bureau, this is the first time it is held as part of the Australia Week in partnership with the Australian Trade Commission.

.....
2,450 The number of room nights Sofitel Sydney Wentworth, The Menzies Sydney and Mercure Sydney locked in when Perfect China Leadership Seminar came to town in 2013.
.....

Spotlight

Party under the sea

Sea Life Melbourne Aquarium relaunched last September following an A\$8 million (US\$7.2 million), five-month refurbishment which gave it 12 new attraction zones and unique venues for corporate events.

The highlight of Sea Life Melbourne Aquarium's new features is the multi-million dollar, state-of-the-art Croc Lair exhibit, which houses a spectacular five-metre, 750kg Saltwater crocodile, named Pinjarra.

Other new zones include Conservation Cove, Bay of Rays, Mangroves and Rock pools, Coral Caves, Shipwreck Explorer, Mermaid Garden, Ocean Discovery, Rainforest Adventure, Seahorse Pier and Penguin Playground.

Event planners can have Pinjarra as the star of a cocktail party or banquet by hosting their events in the space surrounding the Croc Lair. This ground level venue includes the beautiful Coral Atoll and is good for standing receptions with 600 guests or banquets of 400.

The adjoining Fish Bowl room, which sits inside a massive aquarium with sharks and

stingrays, makes a memorable venue for welcome cocktails (up to 200 pax) and dinner (up to 100 pax).

Justine Gasmena, events sales executive, said: "We had an event that saw the CEO swimming inside (the aquarium) with a welcome sign as his guests streamed in."

Upstairs, the new Rainforest Adventure zone is another unique venue. Themed after the Australian rainforest and comprising a dry touch pool and balcony that looks out to the Yarra River and Melbourne's glittering cityscape, the space is good for smaller events, such as a cocktail for 70 guests.

Gasmena said the aquarium has seen a rise in private and corporate event bookings since the relaunch.

"We have been getting a lot of dinner functions and product launches. At the end of last year, we hosted many corporate Christmas parties. Our venues are in demand because they offer a ready theme, and that saves the event organiser time and money," she added. – **Karen Yue**

Need to know



New star arising in Melbourne

See Melbourne in a new light onboard the new Melbourne Star Observation Wheel which rises 120m into the sky with 21 air-conditioned glass cabins.

The new attraction in the city's Docklands area also boasts a selection of function rooms that can cater to corporate gatherings of all sizes and styles.

The Star Room can entertain up to 400 guests for cocktails or 250 for a seated breakfast, lunch or dinner, and includes two boardrooms – Star and Constellation – that can function as breakout rooms.

The Star Deck is perfect for private receptions before or after a flight on the observation wheel.

The Star Cabins can also be used for intimate gatherings of 14 for cocktails or eight for board meetings.

The landscaped alfresco Star Piazza can take more than 1,500 guests, making it the largest function space in Melbourne.

Catering is provided exclusively by Peter Rowland Catering.

Visit www.melbournestarc.com for more information.

Walk in The Park

Set within Melbourne's iconic Albert Park and overlooking the crisp Albert Park Lake, The Park is a flexible venue that allows planners the freedom to create unique events.

Owned by Publican Group, The Park works closely with Design Depot to bring in furniture and decoration that best suit the client's desired theme. It is supported by an in-house caterer, but is able to work with others.

It can accommodate a 1,000-pax standing reception indoors and another 280 on its sheltered balcony.

The Park must be hired entirely. Visit www.thepark-melbourne.com.au for or email info@melbourneeventsgroup.com.au.



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A stellar year

More being done to ready cities for MICE, writes **Mimi Hudoyo**

It was a good year for Indonesia's MICE sector in 2013 when the country hosted several high-profile international events, such as the APEC Summit and South-east Asia's first Miss World 2013 pageant – both in Bali.

Bali also played host to the ninth World Trade Organisation (WTO) Ministerial Conference in December, which had some 7,000 delegates in attendance.

Bali was not the sole beneficiary of Indonesia's MICE bonanza. Several meetings related to the Summit were held across the country, while Solo in Central Java, hosted the World Toilet Summit.

A growing national economy and improved air access have led to a rise in domestic and regional corporate events for many destinations in Indonesia.

Jogjakarta, already a hit with domestic MICE planners, saw more corporate business from Singapore, thanks to new SilkAir and Jetstar flights last year.

Bagus Dewa Karuniawan, director of sales and marketing with Royal Ambarrukmo Hotel, Jogjakarta, said Singapore is now an emerging market.

There is little surprise when Mari Elka Pangestu, Indonesia's minister of tourism and creative economy, proclaimed 2013 the year of MICE.

Also hailing 2013 as an excellent year was Danny Budiharto, COO of Dyandra Media International, owner of the Bali Nusa Dua Convention Center (BNDCC). He said: "Within two years of operation BNDCC achieved profitability. (Last year) the venue's performance was above target, achieving 60 per cent occupancy and revenue of more than 100 billion rupiah (US\$8.85 million). A 30 per cent occupancy for new convention centres is usually considered a good performance."

With the economic benefits of MICE now more apparent, the Ministry of Tourism and Creative Economy is determined



Kalasan Temple, Jogjakarta

to develop 16 destinations in the country for MICE and help less developed destinations catch up with the more matured ones like Jakarta and Bali.

Noting that every destination has a different level of readiness for MICE, Achyar Rudin, the ministry's director of MICE and special interest development, said his office had partnered local research and development body, MICE Centre, in mapping the strengths and weaknesses of the 16 cities and islands last year.

Spotlight New venues abound

Convention centres in Bali unveiled new and improved facilities in 2013, further boosting the island's appeal as a MICE destination.

Bali Nusa Dua Convention Center (BNDCC) launched its 25,000m² Phase Two facility at the end of September, bringing its total raw space to 50,000m² and earning itself a reputation for being Indonesia's largest convention centre. The new facilities were built to be flexible and can be divided to accommodate smaller meetings with 86 to 454 guests, theatre-style.

Yasinta Hartawan, general manager of operations, BNDCC, said: "BNDCC 2 has been well received. Our clients have commented that Pecatu and Tanjung Benoa halls are suitable for corporate events as they are smaller than the halls in BNDCC 1."

Pecatu and Tanjung Benoa have space for 1,946 and 920 seats, theatre-style, respectively, while Nusa Dua Hall and Singaraja Hall in BNDCC 1 seat 4,400 and 1,720 pax respectively.

At press time, BNDCC has 74 events lined up for 2014, many

of which are medical association and corporate events.

Meanwhile, facilities at the Bali International Convention Centre (BICC) have been updated. Completed in September 2013 to coincide with a number of notable events, including the APEC CEO Summit, BICC now offers 26 revitalised function rooms and two VIP holding rooms. Refreshed venues include the Mangupura Hall, which has been given new carpeting, wall panels and an acoustic ceiling; the 506-seat auditorium; the Bali Room; and the Nusa Dua Room.

BICC has also been made more wheelchair-friendly.

A brand new facility at BICC is The Lounge on the second floor. It comes with full-length windows, a relaxed ambience, a fully stocked bar and different table settings.

Commenting on Bali's expanded and refreshed facilities, Susilowani Daud, president director of Pacto Convex, said "they allow Bali to go the extra mile" in attracting MICE clients.

"(Bali) now has more space for big conventions," she said.

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Shanghai's star power

MICE players optimistic about opportunities for the port city. By **Caroline Boey**



Shanghai's major MICE players remain upbeat despite the Chinese government's austerity drive resulting in less buoyant demand last year, and an expected challenging 2014. George Wee, general manager, Fairmont Peace Hotel, said the inventory of luxury five-star hotels has increased 32 per cent since the 2010 Shanghai Expo, and the numbers continue to climb. For Fairmont Peace Hotel, 2013 was "very challenging" and "2014 will be equally challenging", said Wee. "Fortunately, Shanghai remains one of Asia's most critical ports, business cities and hubs with 25 million international and

more than 220 million domestic arrivals yearly. "In addition, the establishment of the Shanghai Free Trade Zone is set to propel Shanghai to become a world-class hub and attract key corporate brand names to set up offices." Others agree on the future outlook of the city's MICE fortunes. Daniel Aylmer general manager, Le Royal Méridien Shanghai and area managing director, East China, Starwood Hotels & Resorts, said demand from state-owned enterprise and government-driven business would remain soft, but there are opportunities for MICE and domestic business, and the opening of Shanghai Disneyland

(in 2015) would generate interest and demand. "With the addition of the world's largest exhibition centre, the Shanghai New International Expo Center opening in Hongqiao (in 2015), there will be more reasons to visit one of the world's most exciting cities," he said. Another source of optimism is China's burgeoning domestic market, according to Adelina Ye, area director of sales and marketing, East China, Marriott International. China's domestic leisure market is expected to quadruple between this year and 2020, she said. "In fact, domestic travellers have already overtaken the US as the main market for Marriott hotels

in Shanghai. This trend is expected to continue in 2014 and applies to the MICE sector too." The group, which operates the most number of hotels in Shanghai with more 20 properties, enjoyed market share growth of 8.9 per cent in 2013 compared to 2012. Ye said corporate meetings and exhibitions would continue to be strong in 2014 as it was in 2013, and Marriott was launching the Future of Meetings initiative later this year to deliver more results driven meeting experiences and to enhance meeting planners and participants' meeting experiences. But if budgets are tight, Shanghai can be out of reach. The president of a PCO in Taipei said she is unable to send any business because Shanghai is expensive and she has not done any business there recently. Ye said higher travel costs, visa requirements compared to other ASEAN countries such as Malaysia, Singapore and Thailand, are potential challenges for international conventions to meet in Shanghai. That was not the case with ICCA, which picked Shanghai for the association's 52nd congress in November last year. The event attracted 936 delegates from 61 countries. According to Martin Sirk, ICCA CEO, the congress in Shanghai not only attracted more attendees than any previous event held outside Europe, and the second-highest number ever, it also scored some of the highest delegate evaluations ever, with combined "excellent/good" scores for on-site instant surveys and post-event questionnaires on educational content and organisational efficiency of almost 82 per cent, on a par with the best results ever. "About 65 per cent of delegates were

My Shanghai		Patrick Chen, deputy director, Shanghai Municipal Tourism Administration	Cinn Tan, senior vice president, marketing & sales, Jin Jiang International Hotel Management	George Wee, general manager, Fairmont Peace Hotel
Must eat		Food that is extremely popular in Shanghai for locals and visitors include steamed hairy crabs, Nanxiang steamed pork buns, smoked fish, stir-fried river shrimps, and the traditional "big four" breakfast items – <i>dabing</i> (pancake), <i>xifan</i> (sticky rice) <i>youtiao</i> (dough fritters) and <i>doujiang</i> (soy milk). All of these items can be found in local eateries everywhere.	Shanghai's traditional <i>xiao long bao</i> (hand-made soup dumplings) is a must and Jia Jia Tang Bao is the place to go. Visit Park Hotel's Lobby Café for high tea where you can enjoy the signature Butterfly Cracker (<i>hu die su</i>), an iconic pastry, which is also available next door at the hotel's pastry shop, Park Western Cake House. It's also worth taking a walk through the hotel itself. This art deco hotel used to be the tallest building in Shanghai from the 1930s to the 1950s, and was where the first international call from China was made!	Nanxiang Xiao Long, which is just a five-minute walk from the hotel, has a long history of more than 100 years and is one of Shanghai's most famous stalls serving the authentic flavours of <i>xiao long bao</i> and noodles. Separately, the Dragon Phoenix, located at Level 8 of Fairmont Peace Hotel, offers a compelling view of the Bund, Huangpu River, the skyline and Pudong, and provides an authentic array of local Shanghaiese delicacies.
		Sights and sounds not to be missed are the Bund, Xintiandi, the three high towers – Shanghai Oriental Pearl TV Tower, Shanghai World Financial Center, and Jinmao Tower – and ERA, a multi-million dollar stunning acrobatic show. A night cruise on the Huangpu River and visiting the Shanghai Museum and China Art Museum are also a must.	See locals ballroom dancing, practising tai chi and playing mahjong at Fuxing Park in the colonial area of the French Concession. For lovers of art, Moghanshan Road Art District offers contemporary art galleries and artist studios. MOCA inside People's Park has well curated Chinese and international contemporary art exhibitions. Glimpse into China's ancient history at Shanghai Museum. The Bund has a wonderfully contrasting view of modern skyscrapers and historic colonial-era buildings.	The Old Jazz Band, the World's Oldest Jazz Band, with an average age of 80 years old, plays nightly at the Fairmont Peace Hotel's legendary wood-paneled Jazz Bar. For more than three decades, their performances have drawn appreciative audiences comprising local jazz fans, international travellers, celebrities and heads of state, including former US presidents Jimmy Carter, Ronald Reagan, and Bill Clinton. An absolute must see!
Must do		Start early in the morning at a public park where locals gather to exercise, then explore the unique architecture and community life-style of a <i>shikumen</i> or local neighbourhood, ending the day with friends at one of the many karaoke houses, or try a heavenly foot massage while sipping Chinese tea. Shopaholics can find local designers at Tianzifan or have garments tailor-made at South Bund Fabric Market. Everyone loves Yuyuan Shopping Complex.	Walk in the streets of the former French Concession filled with picturesque architecture, art-deco buildings and local stores. Another walking area is Tianzifang, made up of alleyways and old <i>shikumen</i> houses and filled with art studios, shops, restaurants and bars. It is worth a visit if you enjoy art, shopping and people watching. Xintiandi is an area similar to Tianzifang, but here you get a taste of both modern and 1920s Shanghai. It also offers many upmarket designer stores.	I would suggest visiting the 33 incredible historical buildings on the Bund, and Fairmont Peace Hotel, with its iconic green roof, is one of them. When night falls, the colourful lights illuminate the whole area, which turns it into a magical scenic nightscape. The famous waterfront district is often referred to as the Museum of Architecture, showcasing European-style buildings with Gothic, Romanesque, Baroque and a combination of Chinese and Western influences.

visiting Shanghai for the first time, and the city excelled in delegate perceptions of its qualities: warmth of welcome scored 72.3 per cent combined ‘excellent/good’, overall level of services scored 64.2 and overall safety scored 83.4, while quality of hotel accommodation, air accessibility and suitability for international meetings scored 84.1, 87.9 and 70.5 per cent respectively.

“It’s clear the ICCA Congress has created an army of highly influential brand ambassadors for Shanghai!”

Sirk credited the highly motivated local host team which understood from the start what ICCA was trying to achieve, and that this was a once-in-a-generation opportunity to showcase Shanghai and China to the entire meetings world.

Shanghai also continues to pull in new events such as GBTA’s (Global Business Travel Association) China Conference launched last year and returning for a second time in 2014, and retain longer-standing ones such as the China Business Forum, ILTM Asia, and IT&CM China.

Meanwhile, international airlines, American carriers in particular, are connecting to Shanghai and adding capacity.

In June last year, Delta launched flights from Seattle, its growing Asian gateway, while American Airlines will be introducing non-stop flights between Chicago and Pudong International Airport by the middle of the year. Lufthansa has been operating the Airbus 380 five times weekly between Frankfurt and Shanghai since September last year.

Airlines with the most number of flights to Shanghai Pudong International Airport are China Eastern, Singapore Airlines and Cathay Pacific, while those with the most number of flights to Shanghai Hongqiao International Airport are Air China, China Southern Airlines, and Cathay Pacific.

Daniel Aylmer, general manager, Le Royal Méridien Shanghai & area managing director, East ChinaStarwood Hotels & Resorts

D.O.C Italian restaurant, which uses the finest Italian ingredients is my recommendation as Italian food does not get any better than this. It is a delightful location in the French quarter.

For a must-see view on the outside balcony and an unforgettable evening, go to M on the Bund. The restaurant has maintained its standing as one of the top three in Shanghai.

For Chinese cuisine at its finest, I recommend Lost Heaven near Hengshan Road. The design is spectacular.

The Bund of course as it is an ideal place to understand old and new China, and the French Concession in spring and summer is a delightful area for a walk.

I could spend every weekend walking through the small streets and enjoy the energy of Tianzifang. If you enjoy walking, go from the Bund all the way to the top of Nanjing Road.

End your day at 789 Bar, located on the top floor of Le Royal Méridien Shanghai, a great lounge which provides beautiful 360° views of all of Shanghai.



Peace Hotel adds spaces

Shanghai’s iconic Fairmont Peace Hotel has added 1,200m² of meeting space on its roof terrace and mezzanine level.

The roof terrace houses the 25m² Scotland Room and the 35m² England Room. Adjacent to the roof terrace is the Nine Heaven Hall, which has been restored to its original 1920s splendour. The roof terrace doubles up as a recreational area where guests can practise tai chi before breakfast.

The mezzanine level houses the 215m² Chun Shen Room with floor-to-ceiling windows and capacity for 160 pax, theatre-style. Adjacent to this is the 110m² Thames Room, which can accommodate a 50-pax banquet.

These spaces are equipped with advance audiovisual technology and high-speed wireless Internet access.

Email peacehotel@fairmont.com.

Tall order

J Hotel Shanghai Tower will become the world’s highest luxury property when it is completed in 2Q2015.

Timur Senturk, managing director, said an opening date had not been confirmed as the hotel is still under construction and in the design phase. Many details are yet to be finalised.

Located in Pudong’s Lujiazui CBD and sitting on levels 84th to 105th floors in Shanghai Tower, J Hotel will have 180 rooms, each about 70m² in size. The lobby will be on the 101st floor.

Managed by Interstate China Hotels & Resorts, the property carries the J Hotel label, the new prestige brand of Jin Jiang Group.

Shanghai Tower itself is being developed as a mixed-use complex with exhibition, shopping and leisure facilities.



Second Pullman in Shanghai

Accor has launched Pullman Shanghai South, the second Pullman brand property in the bustling Chinese city.

The hotel is connected to a shopping mall, supermarket and office building in the Star Plaza commercial complex, and also offers easy access to Hongqiao International Airport.

Pullman Shanghai South’s 338 rooms and suites range from 40m² to 406m² and come with free high-speed Wi-Fi access.

For F&B, the hotel features an all-day dining restaurant with an open kitchen, a Chinese restaurant with nine private dining rooms, a Japanese restaurant with a teppanyaki island and sake bar, and a lobby lounge for drinks and tapas.

Other amenities include a heated indoor swimming pool, spa, gym, connectivity lounge and meeting facilities such as a 1,300m² pillarless grand ballroom and seven multi-function rooms equipped with the latest technology.

All meeting rooms can be found on the third floor with Wi-Fi access and the hotel has a dedicated event manager and IT solutions manager.

Another Marriott for Shanghai

Marriott International has launched Shanghai Marriott Hotel Parkview under a long-term management agreement with owners Shanghai Bao Hua Group for its 21st property in the Chinese city.

Located next to Multimedia Valley in Zhabei District and adjacent to the largest green space in downtown Shanghai, Danin Lingshi Park, the hotel is 25 minutes away from Shanghai Hongqiao Airport and 45 minutes to Shanghai Pudong Airport.

It offers 317 rooms and suites with views of Danin Lingshi Park, a 24-hour fitness centre, an indoor swimming pool, a golf practice green, a tennis court and the Executive Lounge on the 23rd floor.

Guests can pick from four F&B options including the all-day dining Shanghai City Bistro; Man Ho Chinese Restaurant serving Cantonese and Shanghaiese cuisine; Tatsumi for Japanese and Korean fare; and drinks and afternoon tea at the Lounge in the hotel lobby.

Shanghai Marriott Hotel Parkview also provides 2,800m² of meeting space located on a single floor and is the only hotel in Shanghai city centre with two pillarless ballrooms. The larger offers 1,400m² and two 65m² LED screens, while the smaller is 1,000m² in space with one LED screen.

Ricky Lam, general manager of Shanghai Marriott Hotel Parkview, said: “Shanghai is one of the most important cities for meetings and events in the region, and the magnificent new Shanghai Marriott Hotel Parkview underlines Marriott’s commitment to lead the future of meetings in Asia.



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HKCEC operator backs new expo centre in Shenyang



By Prudence Lui

Hong Kong-based NWS Holdings, which operates Hong Kong Convention and Exhibition Centre (HKCEC), has invested in the development of Shenyang New World Expo, a venue that will target small and mid-scale meetings and exhibitions when it opens in spring 2015.

Shenyang New World Expo will be part of a mixed-use development that comprises commercial and retail space as well as two hotels – a three-star Penta brand property and a five-star New World hotel. Facilities offered by the venue includes a 25,000m² exhibition space, a 1,800m² multipurpose convention hall and 2,200m² of meeting rooms.

The venue will enjoy a good location in the central business district, with direct access to the Shenyang Metro Line 2.

In an interview with the *Daily*, industry veteran Cliff Wallace, who heads the centre’s pre-opening team, said Shenyang – the capital of Liaoning Province – first came onto NWS Holdings’ radar in 2006 and the company conducted a feasibility study to “prove its MICE potential”. Data collected influenced the company’s “recommendations on size and space” to the property owner, New World (Shenyang) Property Development.

Explaining the company’s plan for Shenyang New World Expo to court small and mid-scale meetings and exhibitions, Wallace said: “We discovered that meetings and exhibitions are becoming smaller in size (due to) technology, as people now have the option of attending the event or catching it online via webcam.”

He added that Shenyang holds good potential as a business events destination. “Shenyang is equipped with a new airport terminal and offers direct air access to many countries like Japan, South Korea and soon, Germany. (This is especially appealing to) professional associations that are looking for a good regional market (for their meetings),” he said.

Wallace revealed that “unlike local operators’ usual practice of taking bookings only upon opening, we will start contracting 12 months prior to the venue’s official launch”.

“We want to attract outstanding quality exhibitions to meet the needs of Liaoning Province’s growing automobile and aircraft industry,” he said.

Meanwhile, efforts to groom the venue’s software are ongoing. Director of business development, Diane Chen, said the venue is courting staff with hotel experience and staff training is being conducted at sister venue HKCEC and in Australia.

Langham Place opens in Xiamen

Langham Hospitality Group has added its ninth hotel in China with the opening of the 327-room Langham Place, Xiamen.

Xiamen is one of China’s special economic zones, and Langham Place would be going after corporate meetings, incentives and product launches, the hotel’s spokesman said.

The hotel is a 15- to 20-minute drive from Xiamen Gaoqi International Airport, Xiamen Conference and Exhibition Centre, Software Park, and the main railway station. It is a short stroll from Wanda Plaza, the city’s latest luxury fashion and shopping destination.

There are nine meetings rooms ranging from 60m² to 720m², and The Gallery comprises specially designed meeting spaces incorporating F&B areas and breakout lounges that are conducive for “focused and motivated” meetings.

The state-of-the-art audiovisual and lighting system in the pillarless ballroom is targeted at big social, lifestyle and incentive events for up to 655 people, the spokesman added.

The 260m² Star Room on the 26th floor is the highest function room in Xiamen and its floor-to-ceiling windows offer panoramic city and sea views. Seven other function rooms, with en suite coffee break spaces, can cater to

events of various sizes.

F&B outlets include the signature Ming Court Chinese restaurant, The Place for all-day dining, T2 teppanyaki restaurant, and L Bar.

There is also Chuan Spa, a fitness centre and an indoor heated swimming pool with natural light and underwater sound system. – **Caroline Boey**



Luxury hotel chain Rosewood sets foot in China

The opening of luxury Rosewood Hotels & Resorts’ first property in Beijing in the first quarter will provide corporates and meetings planners a new sophisticated option.

Marc Brugger, managing director of Rosewood Beijing, told the *Daily* the hotel was specifically targeting corporate clients in art, fashion, music and the movie industry: “We are also targeting those in design, advertising, innovation and the like, those looking for and enjoy a space that is filled with art and culture which inspires them to create.”

“We are going after both domestic and international events but will mainly focus on the former. The domestic market is still very strong because the second- and third-tier cities are growing rapidly, and that is helping our business.”

Brugger added the 283-room hotel will offer more landscaped outdoor space than other luxury hotels in Beijing, with terraces, gardens and balconies integrated into the design of its restaurants, spa, recreational facilities, meeting and function areas.

Located in Chaoyang business district, opposite the iconic CCTV Tower, the hotel has 3,050m² of meeting space, including a 767m² pillarless ballroom and an adjacent 301m² garden terrace.

Its 1,712m² The Pavilion for up to 160 guests offers two areas that can be combined and comprises dining spaces, a bar, lounges and show kitchens.

There are seven F&B outlets, and Sense Spa has six treatment rooms and five spa suites for overnight stays. Recreational facilities include an indoor swimming pool, gym and yoga studio.

Meanwhile, the group has announced it will open the 229-room Rosewood Sanya in 2017 in Haitang Bay, Hainan, within the integrated resort surrounding the International Finance Forum Convention Center, Sanya’s largest meeting facility opening in 2015. The 651m² rooms will be among the largest in Sanya, and the hotel will also feature 61 residential villas in the 16-hectare resort.

The group will open Rosewood Chongqing in 2015. – **Caroline Boey**

Hotel Éclat Beijing’s new ballroom

Hotel Éclat Beijing has launched a new ballroom, THE Cocoon, boasting a glass rooftop and cityscape views from the 21st floor.

As part of the hotel’s aim of fusing design and the environment, Wessel Krauss, general manager of Hotel Éclat Beijing, said The Cocoon provides a setting with natural light and a tropical garden surrounding.

He said: “This (natural lighting) means that the venue works well during the day as well as at night. The curved roof structure also provides a good starting point for designing creative events.”

The 424m² ballroom can accom-

modate 150 guests and is well suited to display dramatic multimedia and lighting effects.

Positioned to lure the luxury brands, Krauss said: “The Cocoon has already attracted bookings from a number of

luxury brands like Breitling, Lenovo and SK II. It lends itself well to events such as buffet dinners, fashion shows and cocktail receptions.”

The 100-room-and-suite hotel, member of Small Luxury Hotels of the World, is nestled in a glass-and-steel tower capsule within Parkview Green and boasts the largest private Dali art collection in China. – **Paige Lee Pei Qi**



Krauss: Cocoon targets luxury events

Preferred partners Himalayas

Preferred Hotel Group has partnered Himalayas Hotels & Communities to add two hotels, Himalayas Qingdao Hotel and Himalayas Nantong Hotel, to its China portfolio, and in the country’s secondary destinations.

Anthony Ross, executive vice president, Asia-Pacific, the Middle East and Africa, said the partnership is a significant development, as it “exemplifies our commitment to expand the group’s brand into secondary cities across China”.

Both properties will represent the first lifestyle hotels to open in their respective cities and both are situated within larger development complexes offering shopping, dining and entertainment options.

In addition, both properties feature paperless guestrooms, encouraging guests to pursue environment-friendly travel practices by doing everything from check-in to check-out using each property’s on-site technological offerings.

Himalayas Qingdao Hotel opened at the end of March 2014, and is located in the seaside Laoshan District, just 10 minutes by car to Shilaoren Beach.

It offers 208 guestrooms, including 24 suites, an all-day dining restaurant, a lounge bar, a full-service Health Club, Spa Himalayas, as well as 1,000m² of flexible and well-equipped function space.

Himalayas Nantong Hotel at the mouth of the Yangtze River in Jiangsu Province is scheduled to open at the end of April 2014.

It offers 80 guestrooms including 16 suites, and signature restaurant Jiu Jian Tang.

To celebrate the partnership, Himalayas Qingdao Hotel is offering a special free-night offer. From now through May 31, 2014, travellers can book one night and stay a second night for free. Packages start at RMB1,388 (US\$226), inclusive of breakfast for one person, service charge and tax. Terms and conditions apply.

Zhuhai 珠海横琴长隆海洋王国开幕迎宾

■张广文=采访报道

位于珠海横琴的长隆海洋王国终于在1月28日正式开门迎客，除了八大主题区域，还有10个珍稀动物展馆、9项动感游乐设施、3个大型剧场表演、19个特色餐饮、多个主题商场、售卖亭，以及花车巡游、中心湖表演等其他户外表演节目，日接待游客量可高达5万人，将有助当地吸引观光及奖励旅游的人潮。

一名珠海的旅行社业者介绍到，海洋王国建设工程占地面积130多万平方米，远超位于美国的世界最大海洋主题公园，同时，园区还拥有世界最大的海洋鱼类展览馆，也就是鲸鲨展馆，馆内饲养珍奇鱼类多达55,000条。另外，亚洲首个飞行过山车、亚洲首台水上过山车等，也都是乐园的重大亮点。

其中，长隆海洋王国白鲸展区，位于八大主题区域之一的极地探险区内。以蓝色和雪白色为主色调的极地探险区，有一座巨大雪山，除了有厚厚的积雪、晶莹透亮的冰锥、驿站和房屋，还有来自北极的北极熊、白鲸和南极的企鹅等极地动物。白鲸展区分为白鲸全接触和极地剧场两部分。白鲸全接触展区有十多只白鲸，是世界展出白鲸数量最多的单一白鲸展馆；



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白鲸展馆内水体温度常年保持适合白鲸生长的14℃-16℃恒温，馆内室温则保持在22℃左右，让游客在舒适的环境下，近距离与深海白鲸接触。

另一方面，极地剧场是全天候空调恒温剧院，拥有环幕、灯光等多媒体效果和4千多个座位，是全世界规模最大、设施最先进的白鲸表演场馆之一。未来，剧场将上演名为《极地月光下》的大型白鲸情景主题表演秀，整场参与演出的白鲸阵容多达7只，演员多达近20名，还有4只白边海豚，而且表演类型丰富多样，包括白鲸芭蕾、猫头鹰图腾、海雀特技、小朋友互动等。

其实，开幕前珠海横琴长隆海洋王国已举行了开业前运营演练，让6千名游客体

验全球最大的海洋动物主题公园。而拥有1,888间客房的长隆横琴湾酒店和长隆国际马戏城也都已开业。

珠海长隆国际海洋度假区位于珠海横琴岛，由广东长隆集团投资兴建，整体投资规模达200亿元，是一个集主题公园、豪华酒店、商务会展、旅游购物、体育休闲于一体的世界级超大型综合主题旅游度假区。项目规划设计分为富祥湾、横琴山、海豚湾三大组团，总体规划占地面积达5平方公里，整个项目分两期进行建设。

其中，投资100亿元的第一期，主要建设区域在富祥湾组团；第二期建设区域为横琴山组团和海豚湾组团。

一名广州旅行社业者表示，珠海长隆非常令人兴奋，在海洋王国入口处，大型的天幕电影、超宽屏幕的玻璃等令人惊叹。而从德国最新引进的海底互动船，如潜艇般将游客潜行于绚丽的海底世界，体验完非常震撼。另外，鲸鲨馆、白鲸馆、海狮海象表演馆和海豚表演馆等，都非常值得一看。

一名香港旅行社业者指出，海洋王国内有太多好玩好看的项目，如海洋奇观、海象城堡、海豚公馆、亲亲水世界、水獭之家、白鲸全接触等游乐设施，以及蝠鲼（俗称「魔鬼鱼」）、白鲸等众多稀奇鱼类。他表示，海洋王国很多独特的项目，如亚洲第一个飞行过山车、亚洲第一个水上过山车、世界最大的鲸鲨展馆和亚克力玻璃、世界最全的花车巡游路线、最震撼独特的中心湖表演及世界上最先进的五维影院等，皆为很好的产品卖点。

Shenzhen

深圳迈向国际会议中心发展

■张广文=采访报道

近日，政协委员建议将深圳建成国际会议中心，成为世界了解城市的窗口、城市走向世界的桥梁。对此，多家旅游业者都表示，非常期待深圳成为国际会议中心，利用其邻近香港的优势，并以当地多个龙头产业为后盾，吸引大规模的国际型会议到访举行。

一名深圳旅行社业者指出，目前，深圳已经拥有了高交会、文博会、光博会等品牌展会，如果能吸引更多大规模的国际会议在深圳举办，将能拉动深圳交通、旅游、餐饮、商业等相关产业的发展。不过，深圳如果要建设国际会议中心，应该先全面挖掘旅游和文化资源，吸收国际新知识和先进科技，再设法运用各个产业的发展，打造出适合深圳的特色会展，没目标的发展易乱了方向。

其实，国际会议的召开日益频繁，会议产业对城市经济发展、产业结构调整和城市资源整合等，发挥了积极的拉动作用。按照国际会议组织的统计，欧洲和美国是世界会议产业最发达的两大地区。法国一年至少要办700多个国际会议，其中，巴黎就占400多个，会议每年为巴黎带来7亿多

美元的经济收入；美国更是占联合国之地利，国际会议连绵不断。要想让会展业真正成为深圳的一张城市名片，就必须在多方面进行思考，如：深圳交通是否还能提升？国际航班是否充足？会议场地设施是否能够满足市场需求？酒店住宿环境是否还有发展空间？旅游设施亮点是否具有吸引力？能否配合周边邻近地区打造出区域性的大规模国际展会？

另一名广州旅行社业者则认为，目前只有广州的广交会辐射力度大，会影响整个珠三角地区，深圳的会展尚未形成规模。其实，深圳拥有众多不错的场馆，像是位于大梅沙的万科国际会议中心、深圳大学城国际会议中心、位于福田的会展中心等，值得深挖潜力。

他指出，如果深圳规划建设一个配套完善、服务一流的国际会议中心，应该要由政府有关部门牵头规划深圳国际会议中心的规模、规格、选址、城市配套等，同时，动员社会参与投资，包括大型企业、商会组织、投资机构等，以全新模式共同参股兴建深圳国际会议中心，最重要的是，须聘请专业的国际会议中心运营机构，专业经营管理深圳国际会议中心。

自由交流时间

Networking Party

品尝日本酒 Sake Tasting

日期：4月16日 April 16th

时间：16:00 ~ 17:00

JAPAN BOOTH A09

联系人列表 Contact List

- 国家旅游局 National Tourism Organization
- 日本国家旅游局 Japan National Tourism Organization
- 会议局 Convention Bureaus

酒店 Hotels

高轮皇家王子大饭店 樱花塔 东京
高轮格兰王子大饭店 / 新高轮格兰王子大饭店
品川王子大饭店
The Prince Sakura Tower Tokyo
Grand Prince Hotel Takanawa /
Grand Prince Hotel New Takanawa
Shinagawa Prince Hotel

东京会议及旅游局
Tokyo Convention & Visitors Bureau

札幌国际会展局
Sapporo Convention Bureau

北海道札幌市

日本国家旅游局
Japan National Tourism Organization
http://www.japanmeetings.org/

东急酒店集团
Tokyu Hotels

BUSINESS EVENTS TOKYO

Japan. Endless Discovery. 日本，精彩无限

Shanghai 世博园区成为品牌活动新地标

■刘欣怡=采访报道

世博会后，每年在世博园区的场地都进行一定改建。去年，由世博轴改建而成的世博源商场所属的庆典广场和世博源音乐星空大舞台，比邻滨士文化中心、中华艺术宫，独特地标和文化乐活气质，使其成为品牌活动的新地标。

世博源大舞台

世博源大舞台位于世博轴3层看台，面积约800平方米，看台长约30米，共分3层看台，可作为观众席；周边景观包括天幕投影秀、世博源观光火车等。

世博源的天幕投影秀是世界上最大面积的张拉膜，白天呈现壮观的连绵云帆，夜晚以张拉膜为天幕，比邻世博源大舞台的3区，可上演美仑美奂的投影秀，梦幻的海底世界、跃动的海洋生物，将海底搬上天幕，打造自然与城市相融合的浪漫奇幻秀。

庆典广场

庆典广场于世博期间是整个浦

江滨水空间体系中开放空间的纽带及亮点；是世博园内重要的交通疏散节点和景观场所，也是上海世博会举办大型庆典、接待、户外观演等活动的核心场所之一。

世博会之后，地处滨江绿地的庆典广场为黄浦江两岸滨江体系的重要空间节点，不仅是市民休闲旅游的标志性景观，更是今后上海举办大型演艺、庆典活动的重要场所之一，成为上海举办大中型户外公共活动的首选之地。

广场景观包括水镜、和兴花园、滨江音乐喷泉、林荫绿化。向北端延伸至黄浦江，与黄浦江形成一种直接的对话，形成一处眺望黄浦江及黄浦江对岸世博园区的平台。

世博源是由世博会永久性建筑一世博轴改建而成。整体项目范围北至黄浦江、南至耀华路、西至周家渡路、东至上南路，规划范围19.6 公顷。世博源位于世博园区核心区域，地域优势独特，北端连接世博会庆典广场，东西分别比邻梅赛德斯宾士文化中心、



↑曾于世博创意秀场举办的保时捷911新车发布会

中华艺术宫（原世博会中国馆）、世博中心、世博酒店群、央企总部楼和世博展览馆（原世博会主题馆）。

抵达世博源的交通便利，附近有地铁7、8、13 号线（即将开通）和多处公交巴士网站。世博源的公共空间设计以水元素贯通南北。主体建筑自北向南分为品味、潮流、时尚和乐活四个主题区域，为顾客提供零售、餐饮、娱乐、休闲、文化、展示于一体的一站式消费服务。建成后的世博源，将成为旅游观光的胜景地、城市文化的交融地，以及休闲生活汇聚地、消费购物的目的地。

世博源一区于2012 年12 月28 日开业，该区品味主题区汇集世

博源公馆、上海公馆、王鼎、鼎味源、广潮味、麝香猫咖啡等知名餐饮品牌，一区不仅汇萃了不同风格的各类美食，还保留了阳光谷、滨江音乐喷泉、阳光谷灯光秀等众多世博特色景观。

世博大秀场

世博大秀场坐落在已通过美国绿色建筑协会LEED-ND（绿色社区）铂金级认证的上海世博会浦西片区城市最佳实践区，展馆前身是上海世博会城市最佳实践区案例联合馆之一，也是众多案例联合馆中唯一一个新建的展馆。百年半淞园富历史文化气息，成为品牌活动的魅力场所。

世博创意秀场的建筑案由意大利著名建筑设计事务所设计完成，展馆建筑立面采用纯白色膜结构材质，结合菱形采光窗，给人以简洁、时尚之感。

整座建筑面积约2,200平新米，为地上一层建筑，建筑高度15.39米。展馆内部空间设计十分巧妙，所有设计均采用隐蔽设计，展馆顶部采用背向采光的

新式，整个展馆内部没有一根立柱，最大限度确保了内部空间的完整性和可塑性。

世博会后，根据世博会地区后续利用规划五区一带的功能结构，城市最佳实践区将延续世博会期间的基本格局，传承世博会「美好城市」的理念，充分依托现有建筑和设计，打造成为集创意设计、交流展示、产品体验等为一体，具有世博特徵和上海特色的文化创意街区。世博创意秀场将作为魅力元素嵌入城市最佳实践区一业为主、多业融合的发展主线中。

曾于世博创意秀场举办的活动包括有：兰博基尼新车发布会（2011）、奇瑞量子品牌推广会（2011）、轩尼诗新包装发布会（2012）、保时捷新款911发布会（2012）、雷克萨斯全新GS250&RX270上市发布会（2012）、伯爵高级珠宝新闻发布会及晚宴（2012）上海国际模特大赛总决赛（2013）、宝马新5系发布会（2013）、悦己美装大赏（2013）等。

Xiamen 厦门力推高端旅游 提升基础设施

■张广文=采访报道

厦门正积极于成为国际知名的旅游城市、文明城市、卫生城市、会议中心城市。厦门市旅游局旅游促进处表示，今年厦门积极推广高端旅游，除了有环岛路附近的高空俯瞰厦门之直升飞机旅游之外，还有游艇观光和旅游房车等。

其中，环岛路上的大云房车露营基地将建成全国首个精品房车基地，现场不但可以展示销售房车，同时，也可以接待开房车来的人，吸引房车族到访露营；而从外地前来的游客，如果不想住酒店，也可以入住房车，房车设施豪华，如同小酒店，还有多种车型选择。

另一方面，现在厦门的休闲夜生活、夜游项目，打造得非常好，最近重新整理再推出的员当湖之员当雅游，透过湖边两岸的美丽景色，配上湖畔白鹭女神雕像，运用太阳能的游船，提供白天与晚上游船体验；白天旅客可以欣赏白鹭洲周围景色，晚上则看夜

景，也就是员当渔火名景，由船上灯火组成的星星点点港湾，分外漂亮。对于开会结束后的团队来说，游湖是一个不错的放松方法。

海陆空交通枢纽

值得注意的是，目前厦门正在积极打造自己成为全方位海陆空交通枢纽城市，并力于提升基础设施，包括机场、码头、高铁等。2013年推出的游船新项目，也是因为厦门正在打造邮轮母港城市；厦门的国际邮轮中心一五缘湾，不但有具国际水平的设施，是中国第十大码头，去年已接待了皇家加勒比等19艘邮轮，其中包括了万吨轮船，还推出了新的游艇和帆船项目。

厦门旅游集团国际旅行社入境接待中心表示，目前厦门已经在慢慢的将所有的货船从东渡港移往厦门嵩屿集装箱码头，并计划在三到五年内，将东渡码头逐渐打造成纯粹的游轮码头和客运码头。



（摄影：张广文）

航空方面，厦门作为一个桥头堡，可以覆盖整个潮汕一带、整个福建省，以及江西一带，目的厦门岛内的高琦机场一年输送量是七千万人，由于设计较早，仅一条跑道，因此接待能力受局限。所以，厦门正在打造第二大机场于翔安，设计量是四条跑道，将成为中国第六大机场，年输送量是两亿人次，预计2020年投入使用，届时，将提供江西和周边内陆旅客更多交通选择。

另外，去年年底深圳到厦门的高铁开通，从深圳去厦门3小时就可抵达，而2015年，深圳到香港段的高铁也将开通，到时候香

港到厦门只要约4小时，就算星期五晚上去厦门，星期天晚上回，也不用请假；高铁必定将促使自由行旅客于周末来回两地，对旅游业带来直接帮助。许多旅行社业者都将厦深高铁视为一大机遇，积极向香港与深圳市场推广相关行程。

2012年开通的龙厦高铁，促使厦漳龙形成1小时旅游圈，现在已经有团队到龙岩，都是选择搭乘一小时的高铁，比以前3小时的路程快很多。另一方面，同样在2013年开通的向蒲高铁，也使武汉到福建厦门只需5个小时，厦门去南昌也只需6.5小时，对厦门影响很大，因其把江西、安徽线路连接起来。

看准交通便捷会带来的商机，厦门旅游局和福建省旅游局日前一起前往江西和长沙进行了宣传与推广。其中，向蒲高铁将对台湾市场造成影响，许多台湾旅客通过福州和厦门进入中国游玩，随着高铁发达，也将带动江西旅游。

高铁开通带动商机

深圳业者表示，以前旅客从深圳到厦门，开车要9小时，费时费力、价格高又辛苦，如果选择坐飞机，一般从市区到机场要一小时路程，而且要提前一个半去机场等，前后加起来也要4小时。高铁开通后，深圳到厦门只要3小时，一等票约200元，二等票180元，优势强、发展空间很大，毕竟机票虽很便宜，但税很贵，费用仍高。简而言之，高铁一通，对香港市场是一种颠覆。

整体来看，未来福建省还有3条动车线将开通。其中，厦深铁路从厦门向南经漳州、潮州、汕头、揭阳、汕尾至广东省深圳市，这条铁路建成后，将与福厦高铁对接。合福高铁福建段通车后，从福州到武夷山仅50分钟。向莆铁路通车后，从福州至南昌的行车时间将从现在的11小时缩短为约3个半小时。此前福厦高铁的开通，也让福莆泉厦四地合力形成一个大旅游圈。

A large, ornate ballroom with a high ceiling featuring numerous crystal chandeliers and hanging glass spheres. The room is filled with round tables covered in dark red cloths, each set with white dishes, glassware, and a centerpiece of pink flowers. The walls are dark and adorned with many small framed pictures. The floor is covered in a patterned red carpet.

GRAND | HYATT
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尊贵会议

无论是华贵优雅的午餐会，感人至深的主题晚会，还是满载奢华气息的舞会派对，澳门君悦酒店都能为您提供最理想的场地。无柱式设计的大宴会厅按剧院式布置时可容纳多达2,000位宾客；毗邻的盛会厅Salão do Teatro是澳门唯一拥有开放式厨房的宴会厅且采用自然光线照明。澳门君悦酒店以先进尖端的设施和极富经验的专业团队为您打造理想会议。

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Grand Hyatt Macau is an ideal venue for events, whether for an elegant lunch, a sensational themed evening, a grand party or an opulent ball. The Grand Ballroom accommodates up to 2,000 guests in theatre style, whilst the unique Salão do Teatro features natural daylight and is the only ballroom in Macau that showcases an interactive open kitchen concept. A team of professional event experts is committed to excellence to ensure the personalisation and success of your event.

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New Zealand

新西兰借奖励旅游转向商务

■钟韵·刘欣怡=采访报道

新西兰旅游局携手新西兰航空、八家新西兰旅游业合作伙伴及运营商日前首次在华举办2014年新西兰商务会奖路演活动(Business Events Roadshow)，让更多新西兰商务旅游供应商能深入了解中国市场的同时，也让受邀的中国企业更全面地了解新西兰商务会奖旅游产品。

新西兰旅游局商务会奖部门(Business Events Department)借由携手旅游业合作伙伴举行的商务会奖路演活动，为国内旅行社、商务会奖从业者及企业会奖旅游决策者展示新西兰商务会奖场馆、产品及地接资源。

新西兰商务会奖部门全球经理比恩·斯普里策(Bjoern Spreitzer)指出，此次路演的一

个重要目的是破除中国业者对新西兰会奖场地、住宿条件及航空运力不足的迷思。他介绍，新西兰政府从2013年开始著重投资扩建奥克兰、惠灵顿、皇后镇和基督城四地的会务基础设施，预计到2018年，新西兰商务会议场馆总体可容纳人数将增加到7,000人以上。

去年1月，新西兰航空因应中国市场日益增长的需求，加密上海直航服务至每周7班；今年11月，该航线将由波音787-9执飞。此外，新西兰航空拥有往返奥克兰及包括皇后镇、惠灵顿、基督城、罗托鲁瓦等超过25个新西兰国内目的地的航班，为国内中转提供便捷服务。



摄影：钟韵

成立商务会奖部门

再者，新西兰旅游局去年分别在中国、新加坡、美国以及澳大利亚新成立了商务会奖部门，通过举办商务会奖旅游的市场活动、组织业务培训和增加线上产品内容介绍等，向各目标市场展示新西兰最新的商务会奖旅游产品和优质资源。

新西兰旅游局自去年新的财政年度开始，对旗下业务重新整合，将商务会奖旅游业务独立运作，并成立四个海外分支机构，进行该地区商务会奖旅游推广；此外，还成立一个专为高端旅游服务的部门，并筛选出不同主题旅游产品推广，包括高尔夫、徒步探险、电影主题等，目的是希望推进更多高品质的游客前往新西兰，并愿意在新西兰停留更长时间、更多消费体验。

据新西兰旅游局上海办事处介绍，中国区商务会奖部门于去年下半年成立，并积极著手进行路演及各种商务会奖产品的制作推广。

从休闲过渡到商务

现阶段，中国地区仍在大规模市场调研阶段，由于新西兰过去在中国市场的推广仍长期主打作为一个休闲旅游的目的地，如今，新西兰作为会奖旅游目的地是否也有其可创造的商机？或者市场存在着机遇与挑战并进？由于新西兰的资源相对有限，因此要更加精准掌握中国市场所需。

比恩·斯普里策表示，鲜明的「休闲」形象为新西兰在中国朝

「商务」转型带来挑战。不过，目前新西兰的中国MICE市场侧重于与休闲旅游关系较密切的奖励旅游；他认为，在中国成为包含会议在内的完整MICE目的地之前，加强业者对新西兰奖励旅游资源的认同，是很好的过渡。

此外，在硬体建设方面，新西兰政府已针对包括奥克兰、惠灵顿及基督城三大城市开展新建会展中心的计划，其将陆续于2018年投入使用，届时针对大型会展及会议将有更好的承接能力。

全新的新西兰商务会奖网站(<http://businessevents.newzealand.com/cn>)已于今年初上线，包括主要奖励旅游目的地以及到新西兰可以做哪些独特活动、主题活动等都有相应介绍，例如惊心动魄的喷射艇漂流、刺激的美洲杯赛艇竞速、广受青睐的水上巡游和风情万千的毛利文化等。

Association

掌握协会发展的关键因素

■张广文=采访报道

协会是会展产业的重要支柱。中国协会刚起步，相对于美国协会的多年发展，仍处于摸索阶段，也因此，许多协会会员一有机会就参与相关演讲学习，希望中国协会能从国内走出来，成为国际化的协会。

MCI Group 协会指出，根据西方协会发展多年的经验，一个协会之所以能成功，背后关键因素很多。

要从国内出走到国外，最基础的是，要知道协会的目的。在美国，协会是一个组织，或很多位个人，为一个共同的目的、兴趣或使命群聚，为彼此的会籍提升和成长而存在。

据了解，西方协会有五大基本原则：

- 1.创造协会是100%自愿的；
- 2.协会的目的是为了将想法一样的个人或公司群聚在一起，为共同的目标努力；
- 3.对协会的基本了解是，一群人所能发挥出来的力量比单独个人要来的大的多；
- 4.协会的核心信仰是透过协会和会员可以让自己得以被听见，并且能够达到有效的改变；
- 5.会籍是自愿的，而且需要缴交年费。

一般有两种核心协会，一是专业协会，另一是行业协会。专业协会方面，会员是个人，聚焦于专业发展、知识提升、行业成长，主要活动为教育性和证明性。而行业协会的部分，会员是公司，聚焦于保卫行业、提升会员公司的利益，主要活动是宣传、游说、

业务引线和相互之间的接洽。例如，科学和技术性协会的发展，是从希望分享知识的个人开始，透过大会和刊物，加上从活动中获得好处的会员，发展成一个完整成熟的协会。

协会应该是一个创造知识体的地方，也是一个针对特定主题事项拥有专业知识的专家。透过自愿的群聚知识，分享经验、例子和真实案例，驱动集体的力量、共同的过程方法和意见，形成一个知识体。而在知识体的背后，支持的是多个委员会、工作团队和项目小组。而产品和收入则分别为出版品、训练、认证、证明、指南、标准、法规，以及会籍价值。

另一方面，管理协会就要像在管理一桩生意。业务过程包括：

拥有内容(中小企业)策略的管理层，如技术委员会、认证委员会、证明委员会、教务委员会，以及管理业务的首席执行官和下面的员工经理和各个经理。每一个管理层的委员会和经理都应该有所对接，一起掌控时间表进程的结果，并在产品化、包装、定价、宣传、营销、信息等方面携手合作。

再者，策略性的计划非常重要，因为策略计划可以驱动所有的活动。员工和管理部门确定好了策略、目标和目的，便可以掌控：

1. 产品发展，如教育性活动、认证、出版物、基准等；
2. 业务和市场发展，如合作伙伴、联盟、企业关系、人力资源等；
3. 会议管理，如物流、行程发
4. 展、营销、注册等；
5. 业务和金融管理，如业务计划、年度预算、损益、审计等；
6. 会员及客户服务，如呼叫中心、行政部门、履行等；
7. 扩展公共广播、公共关系、市场推广，如品牌知名度、产品/会籍，以及宣传/显示。

要如何拥有一个成功的协会？商业计划是关键。由员工制作的年度商业计划，每一年都详细的说明组织将如何达成策略计划，每个月都必须监测预算。在收入方面以会籍、教育和其他为主，而费用部分则包括办公室、员工、行政部门，会议、网上活动，以及营销。

Seoul

首尔建立全面会展旅游支援体系

■钟韵=采访报道

为提升会展接待实力，首尔将建立全面的会展旅游支持体系，从投标到接待都为活动提供帮助。

除市长本人亲自参与宣传短片的制作、说服国际协会将国际大会带到首尔举办外，提供一站式会展支援的首尔会展局也为业者

在投标阶段提供专业咨询、为大会议提供资金支援，同时也为专会议出席者设计的文化表演提供资助。

首尔并将在MICE的每一个领域提供更专业化的营销服务，为当地业者提供买家信息，使相关企业在初始阶段即可参与国际大会竞标。

归根结底，会展旅游属于服务业的范畴，因此参会者的满意度高于一切。作为提高与会者满意度的重要举措，首尔市政府将扩大使用皇家宫殿、博物馆和汉江沿岸作为特殊会展场地，并将针对MICE参会者设计工业旅游课程、购物及文化体验活动。此外，首尔将为会展参与者推出专门

的会展卡系统，为游客从公共交通、购物到形形色色的文化体验提供便利和优惠。

再者，首尔市政府将致力创造让企业有加入会展产业强烈动机的营商环境。落实此计划的一项举措是成立包含会展中心、专业会议组织者、主办及接待国际会展活动的学术社团和协会、

旅游企业及商店的「首尔会展联盟」；透过紧密的联系，所有会员的业务都能随着联盟扩张而不断拓展。

会展业作为劳动密集型的服务业，市政府也将与会展联盟合作帮助业界培育专业人才，以作为提高产业根本竞争力的最佳手段。

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