



Journey of Discovery

PROGRAMME BOOKLET

5 . 6 DEC 2019

**BE @
PENANG
2019**



**BE
OF THE
FUTURE**

↓ NOW



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**BE @
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2019**



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ABOUT

BE @ Penang is Malaysia's biggest business events conference owned by Penang Convention & Exhibition Bureau (PCEB) and supported by the Penang State Government. The annual conference is the Bureau's lead educational and skill-sharing programming that serves as a catalyst for the collective effort in developing a matured and competitive business events industry. BE @ Penang is co-organised by PCEB and Malaysia's leading professional conference organiser, Anderes Fourdy Events.

BE @ Penang returns for its 4th edition with a theme that urges the industry, the businesses, the players and professionals be ready for the future now. BE @ Penang 2019: BE OF THE FUTURE NOW brings together industry leaders from around the world right here in Penang for an intensive two-days of knowledge-sharing and networking.



Journey of Discovery

ABOUT

The ICCA Asia Pacific Summit 2019 in Penang is the first summit by the ICCA Asia Pacific Chapter, the largest chapter in the ICCA community. It is a summit by the members, for the members.

This two-days summit is designed as a platform for the Asia Pacific members to meet, network and discuss topics of common interest to pave the way for member-to-member collaboration. ICCA Asia Pacific Summit 2019 will bring together expert speakers from the global business events and ICCA Asia Pacific Chapter communities on a Journey of Discovery.

The collective community engagement and discussions will inspire our members to leverage on the power of our region in the global meetings industry, and to discover the potential legacy and impact of this industry to the economy and society.



MESSAGE

from the Chief Minister of Penang

Selamat datang ke Pulau Pinang!
Welcome to Penang!

It is with great delight that I welcome the delegates of ICCA (International Congress and Convention Association) Asia Pacific Summit 2019 and BE @ Penang 2019.

To have both the ICCA Asia Pacific Summit and BE @ Penang conferences held concurrently in Penang is an honour and privilege for the state's business events industry.

The BE @ Penang conference is the first-of-its-kind business events industry conference organised in Penang and is one of the Penang State Government's many initiatives through Penang Convention & Exhibition Bureau (PCEB); while the ICCA Asia Pacific Summit 2019 is the first-ever summit by the ICCA Asia Pacific Chapter to encourage and inspire the members to leverage on the power of our region in the global meetings industry, and to discover the potential legacy and impact of this industry to the economy and society.

I believe the knowledge exchange between the dual conferences and its delegates will open doors to endless possibilities in envisioning a bright future for business events. As part of the Penang2030 vision in further developing the economy for Penang, this sector has proven its worth, and it continues to bear fruit accordingly as the years pass.

PCEB's aim and commitment to position Penang as the preferred location for business events activities in the region are evident in the 2,733 business events that they have supported in the year 2018. Penang's economy has also greatly benefited from this with an estimated economic impact of RM 1.3 billion in the year 2018.

I hope that you not only flourish from the insights and knowledge you gain at the conferences but also immerse yourself in Penang's warm hospitality and experience. Living in an era connected by social media, there is a rise in demand for experiential travel among travellers and visitors. I believe that with these conferences, it will further help the State satisfy this demand and raise the excitement for the upcoming Experience Penang Year 2020 (EPY2020).

May you emerge as a more engaged, empowered, and exceptional individual prepared for the future after these conferences.

See you here again next year!

Chow Kon Yeow
Chief Minister of Penang

MESSAGE

from the Penang State Executive Councillor for
Tourism, Arts, Culture and Heritage



It is with great pleasure that I extend warm welcome to the delegates to the ICCA Asia Pacific Summit 2019 and BE @ Penang 2019.

Penang is proud to be chosen to host the inaugural ICCA Asia Pacific Summit, and concurrently running the BE @ Penang conference for the fourth year. Aimed to establish a strong and powerful network, members can gain an edge through the strength of our region in economic and industrial domains. Delegates will also discover the potential legacy and influence that business events have on the economy and society.

Tourism has been an important sector in Penang's economic development. In line with Experience Penang Year 2020, I believe that through these dual conferences we are able to further prepare ourselves for what is to come in the future, and to ensure the sustainability of various tourism products that will further entice visitors to visit Penang through more experiential travel.

I believe that not only will you grow and elevate yourself as a result of the knowledge and insights that you gained at the conferences, but also realise that Penang will inspire you in ways you did not know possible.

You are always welcome in Penang to bask in its glorious offerings of arts, culture, heritage and nature.

Jumpa lagi di Pulau Pinang.
(See you again in Penang)

Yeoh Soon Hin

Penang State Executive Councillor for Tourism, Arts, Culture and Heritage



MESSAGE

from the CEO of Penang Convention & Exhibition Bureau

Penang welcomes you to be a part of the International Congress and Convention Association (ICCA) Asia Pacific Summit and BE @ Penang 2019.

As we proceed into the fourth year of BE @ Penang 2019 by the Penang Convention & Exhibition Bureau (PCEB), the past themes of the conference are build-ups leading to the current theme – **BE Of The Future Now**. The focus for this year's edition is predominantly improving and introducing more creative ideas and solutions in our current business developments to further elevate business growth and achieve constant success in the future.

Through the constant levelling up of BE @ Penang as being a platform of education to encourage exchanging of amazing knowledge and suggestions, we are proud that this year, the BE @ Penang is held concurrently with the inaugural ICCA Asia Pacific Summit.

Malaysia is part of ICCA Asia Pacific Chapter – the largest chapter in the ICCA community, and by embarking on a **Journey of Discovery**, we are glad that the members within the chapter are able to converge within Penang to network and exchange knowledge on developing winning strategies within the community and pave the way for member-to-member collaboration.

For Penang to host both the BE @ Penang 2019 and ICCA Asia Pacific Summit concurrently is a distinction that cements the state's position as a destination for business events.

The experiences as well as expertise for these dual conferences are immense, and these factors will act as advantages in ensuring the destination together with our counterparts in the Asia Pacific region are always within the business events radar.

I would like to thank all the partners and the team involved from the ICCA Asia Pacific Chapter, ICCA Malaysia, PCEB and Anderes Fourdy Events in making both the ICCA Asia Pacific Summit and BE @ Penang 2019 a success.

I would also like to express our greatest appreciation to all delegates for joining us in Penang for the dual conferences and I hope that we are able to continue growing the business events industry together for a sustainable future.

Ashwin Gunasekeran

CEO of Penang Convention & Exhibition Bureau



Journey of Discovery

PROGRAMME

**BE @
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2019**

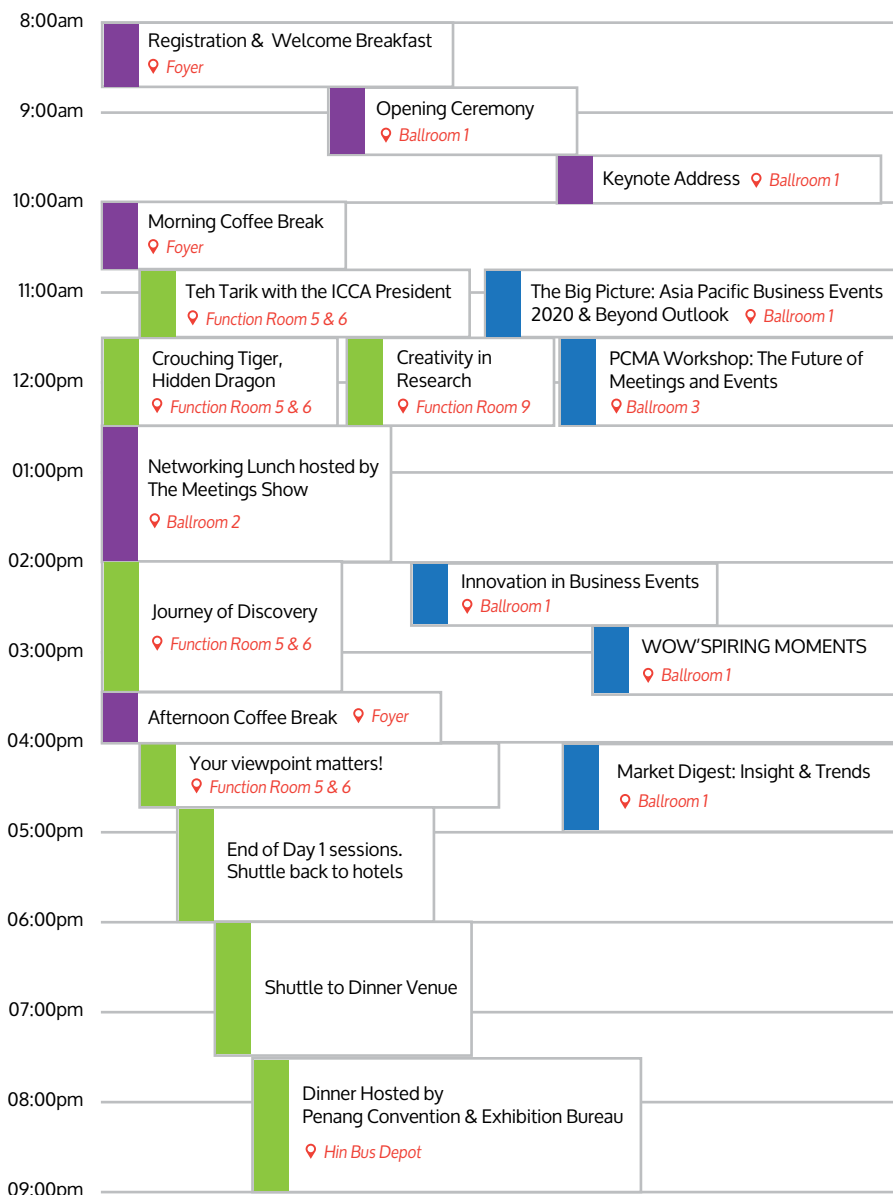


**BE
OF THE
FUTURE
↓ NOW**

DAY 1 OVERVIEW

SESSIONS

- ICCA Asia Pacific Summit
- BE @ Penang
- Joint



PROGRAMME

SESSIONS

ICCA Asia Pacific Summit

BE @ Penang

Joint

DAY 1 5 DEC, Thursday

08:00 - 08:45

📍 Foyer

Registration & Welcome Breakfast

08:45 - 09:30

📍 Ballroom 1

Opening Ceremony

Welcome Remarks by Ashwin Gunasekeran
Chair of ICCA Malaysia Committee

Welcome Remarks by Jason Yeh
ICCA Board of Directors and Chair of ICCA Asia Pacific Chapter

Welcome Address by Rt. Hon. Mr Chow Kon Yeow
Chief Minister of Penang

Officiating Address by Hon. Mr Yeoh Soon Hin
Penang State Executive Councillor for Tourism Development, Arts, Culture
and Heritage

09:30 - 10:00

📍 Ballroom 1

Journey of Discovery

Keynote Address by James Rees, President of ICCA

ICCA President will be conveying a speech on the importance of ICCA, as the leading voice within the meetings industry around the world. In shaping the future and the value of the international association meetings, James Rees will be sharing some key pointers which will be focusing on the importance of engaging the association community, as well as, exploring new business opportunities and competitive advantages. As meetings have advanced rapidly over the years, the Keynote will also highlight the importance of a sustainable and effective industry.

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 1 | 5 DEC, Thursday

10:45 - 11:30

📍 *Function
Room 5 & 6*

Teh Tarik with the ICCA President James Rees

"Teh Tarik" literally translated as "pulled tea" is Malaysia's 'national drink' or the perfect excuse to gather people and chit chat the night away. This is your chance to get up close and personal with James Rees, Executive Director of ExCeL London, who has helmed ICCA since November 2018. In this "You Ask, James Answers" coffee shop session, conducted in a relaxed, business casual way, come with your burning questions or ideas and share them with our President. This interactive session – with participation from the Chapter membership, virtual or live, will be moderated by Jane Vong Holmes. Jane has more than two decades experience in the meetings industry, with her time split as a former ICCA staff and now as Senior Manager Asia of GainingEdge, ICCA member.

Key takeaways

- Gain first-hand insights on how to leverage your ICCA membership in an increasingly competitive industry.
- Learn about ICCA's direction for the future and how you can relate this to your own organizational goals.
- How can you contribute and make an impact as a member of ICCA.
- Find out biggest changes and trends in the meetings industry which can influence your business strategies.

Speakers

1. James Rees, ICCA
2. Jane Vong Holmes, GainingEdge

Notes

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 1 | 5 DEC, Thursday

10:45 - 11:30

📍 Ballroom 1

The Big Picture: Asia Pacific Business Events 2020 & Beyond Outlook

Given that Asia is the largest business events market with Asia Pacific destinations snaring the lion share of global business events, how will the global market fare for Asia Pacific in the near future? What are segments that are looking positive for Asia Pacific, and how can the industry evolve to stay attractive and relevant in the increasingly digital era.

Speakers:

1. Antonio Codinach, PCMA
2. Jason Teh, PICO
3. Bruno Simões, CMP, DOC DMC
4. Prashant Yadav, Liberty International India

Moderator:

Karen Yue, TTG Asia Media

11:30 - 12:30

📍 Function
Room 5 & 6

Crouching Tiger, Hidden Dragon

Just like the movie, ICCA Asia Pacific Chapter boasts a diverse pool of hidden talents and outstanding personalities. Come join us as we hear personal stories of these AP Tigers and Dragons to learn how to engage with ICCA and benefit from the membership.

Presenters

1. Chander Mansharamani, Alpcord Network Travel & Conference Management
2. Jason Yeh, GIS Group
3. Raty Ning, Pacto Convex

Moderator

Jay Martens, Talk2Media

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 1 | 5 DEC, Thursday

11:30 - 12:30

📍 *Function
Room 9*

Creativity in Research

There is more to research than just data. Find out from the Asia Pacific's elite group of researchers on how they use the ICCA Database as an intel to link with thought leaders and economic clusters, as well as extrapolating the data for their business models.

Presenters

1. Doris Liu, Hangzhou International Expo Center
2. Tess Kidman, Adelaide Convention Bureau
3. Yoshiaki Matsui, Kyoto Convention and Visitors Bureau

Moderator

Anedia Kahar, Business Events Sarawak

Notes

PROGRAMME

SESSIONS

ICCA Asia Pacific Summit

BE @ Penang

Joint

DAY 1 | 5 DEC, Thursday

11:30 - 12:30

 **Ballroom 3**

Content Partner



PCMA Workshop: The Future of Meetings and Events

Meetings are not just about tables and chairs. They are about people. People have changed. How they work has changed. This Knowledge Exchange will provide an outside-in perspective and shed light on disruptive forces by exploring what Marriott International and PCMA have identified as macro-trends that could change the face of the business events industry. Whether it be driven by generational differences in the workforce, technological advances, attitudes around food and wellness, or new forms of media and communication, these trends have the potential to disrupt the industry as we know it.

Facilitators

1. Antonio Codinach, PCMA
2. Philip Pang, PCMA

Notes

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 1 | 5 DEC, Thursday

14:00 - 15:30

📍 *Function*
Room 5 & 6

Journey of Discovery

Two decades ago, ICCA Asia Pacific Chapter was a mere grouping of 100 member organisations. Today, we stand strong with almost 300 members covering 16 countries and territories, making us the largest Chapter within ICCA global network. Moving forward, how do we unlock and leverage our diversity and expertise for latent possibilities for partnership and business opportunities within ourselves? What are the touchpoints that connect us as a Chapter and what is next for us?

Key Takeaways

- How can we as chapter members collaborate and sustain the momentum built at this summit for the long term?
- Look at the power of the region and initiate possible cross-city partnership

Facilitators

1. Gary Grimmer, GainingEdge
2. Roy Sheppard, PeoplePortfolio

Notes

PROGRAMME

SESSIONS



ICCA Asia Pacific Summit



BE @ Penang



Joint

DAY 1 | 5 DEC, Thursday

14:00 - 14:45

📍 Ballroom 1

Innovation in Business Events

Business events is a fast growing sector of the tourism industry in this region. With the increase in number of events and delegates coming to Asia Pacific, the need for quality products and services to serve the sector is growing in tandem, giving local businesses within and adjacent to the business events industry the opportunity to diversify. What are the gaps that need to be filled for you to Grow Your Business, Diversify and Be a Front Runner?

Speakers

1. Han Chiang, Orange Gibbon
2. Veemal Gungadin, GlobalSign.In
3. Jason Teh, PICO

Moderator

Mona Manap, Place Borneo

14:45 - 15:30

📍 Ballroom 1

WOW'SPIRING MOMENTS

With millennials and late Gen-X'ers dominating the corporate scene, the ante has been upped to create tactile and immersive knowledge exchange, team building and recreational events. Let's learn from some success stories of WOW'SPIRING meetings & incentives experiences for the young and young-at-heart corporate delegates.

Speakers

1. Mike van der Vijver, Orange Gibbon
2. Steve Armitage, Auckland Tourism, Events & Economic Development (ATEED)

Moderator

Philip Pang, PCMA

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 1 | 5 DEC, Thursday

16:00 - 16:45

📍 *Function
Room5 & 6*

Your viewpoint matters!

Join us in this exciting verbal war to stand your ground on major issues revolving around the region. Motions will be presented, make sure you come with your thinking caps!

Facilitator

Noor Ahmad Hamid, ICCA

————— ICCA ASIA PACIFIC SUMMIT Day 1 Ends —————

16:00 - 17:00

📍 *Ballroom 1*

Market Digest: Insight & Trends

The UK, India and Hong Kong are growing markets for Southeast Asia, especially in the corporate meetings & incentives segment. We hear from experts from those markets on insights, trends and tips on how to woo business from these exciting new markets.

Speakers

1. Ross Barker, The Meetings Show
2. Prashant Yadav, Liberty International India
3. Bruno Simoes, CMP, DOC DMC Macau - Hong Kong

Moderator

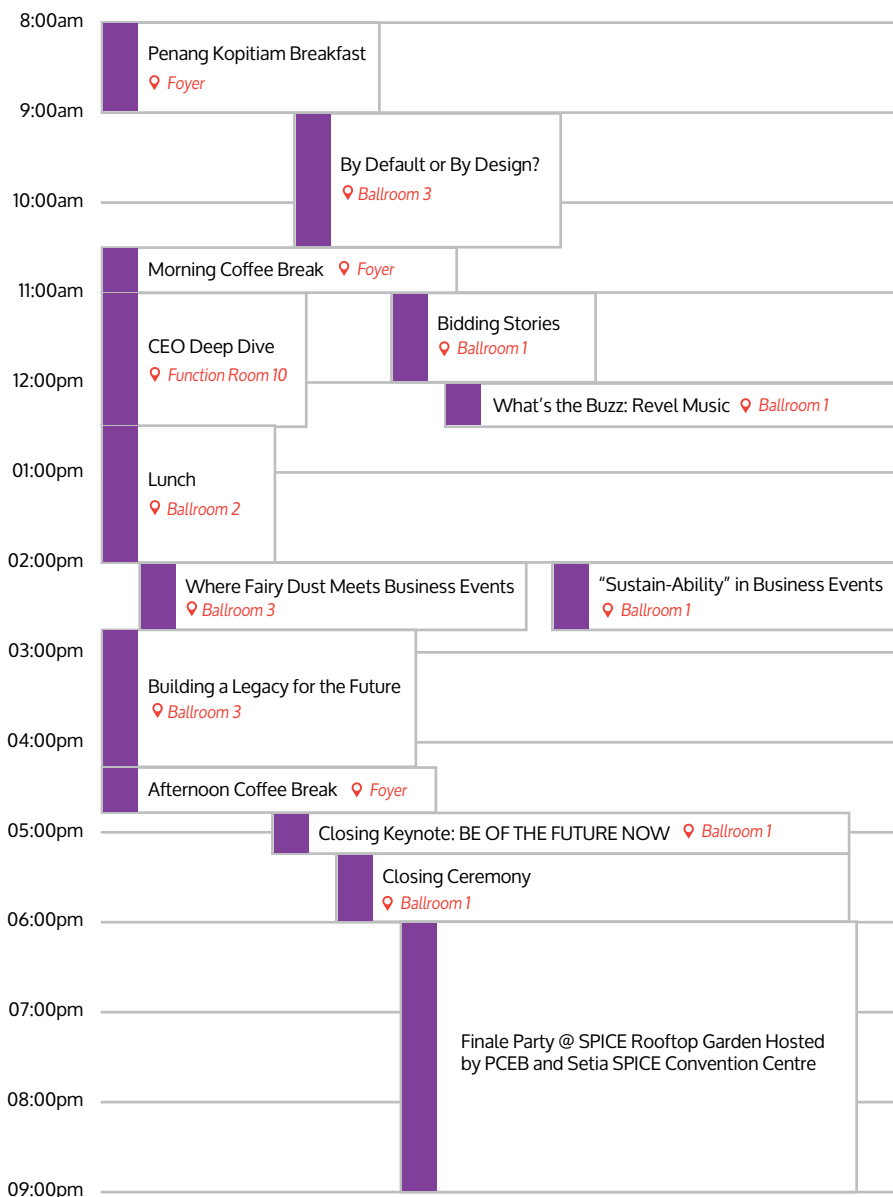
Mona Manap, Place Borneo

————— BE @ PENANG Day 1 Ends —————

DAY 2 OVERVIEW

SESSIONS

- ICCA Asia Pacific Summit
- BE @ Penang
- Joint



PROGRAMME

SESSIONS

ICCA Asia Pacific Summit

BE @ Penang

Joint

DAY 2 | 6 DEC, Friday

09:00 - 10:30

 Ballroom 3

Content Partner



By Default or By Design?

Many meetings underperform in terms of outcomes and results. The main reason for this is that their programmes are created following standardized formats, such as classroom teaching. What good, effective meetings need instead of default programmes, is well-designed ones, as a result of professional Meeting Design!

In this Workshop, you will experience how Meeting Design works in practice. You will have the unique opportunity to work with pioneering Meeting Designers Han Chiang and Mike van der Vijver. They will introduce you to the Meeting Design Triangle as a tool to create more effective meeting programmes.

Don't expect long theoretical considerations – this session will make you move your body so that your mind starts moving, as well.

Facilitators

1. Han Chiang, Orange Gibbon
2. Mike van der Vijver, Orange Gibbon

11:00 - 12:30

 Function Room 10

CEO Deep Dive by Roy Sheppard

"The future belongs only to those who are adequately prepared for it."

This session explores new strategies moving into the future, innovation and all of the factors that may influence the industry to ensure that the businesses we are in are sustainable in the future.

By Invitation Only

PROGRAMME

SESSIONS

ICCA Asia Pacific Summit

BE @ Penang

Joint

DAY 2 | 6 DEC, Friday

11:00 - 12:00

📍 Ballroom 1

Bidding Stories

Not all bid journeys are equal and end on happy note. Nor are they a walk in the park. Let's hear from the experts as they share their bid journeys and whether they land victorious.

Speakers

1. LAr. Charles Teo, Institute of Landscape Architects Malaysia (ILAM)
2. Jean Hendry, Tourism New Zealand
3. Keiko Nishimoto, Kyoto University

Facilitator

Angeline van den Broecke, Kuala Lumpur Convention Center

12:00 - 12:30

📍 Ballroom 1

Content Partner



What's the Buzz: Revel Music

Get ready for an energising, invigorating and musical experience that will leave you buzzing for more!

Facilitator

Richard Michael, Asia Ability

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 2 | 6 DEC, Friday

14:00 - 14:45

📍 Ballroom 3

Where Fairy Dust Meets Business Events

Elevating delegate experience is creating quite the buzz in our industry. How can you create immersive experiences so that your clients will talk about your events for years to come?

Presenters

1. Eric Abramson, GL Events
2. Kitty Wong, K&A International Co., Ltd.
3. Mala Dorasamy, Malaysia International Trade and Exhibition Centre

Moderator

Joel Pascual, Philippine Association of Convention and Exhibition Organizers and Suppliers

14:00 - 14:45

📍 Ballroom 1

"Sustain-Ability" in Business Events

Sustainability has been a hot topic for years – so why is it taking so long for the BE industry to catch up? Our industry has a bigger role to play in measuring and promoting sustainability. How are we going to create and develop best green practices?

Presenters

4. Ashwin Gunasekeran, Penang Convention & Exhibition Bureau
5. Mandy Luk, AsiaWorld Expo
6. Trần Gia Ngọc Phương (Gia), Ariyana Convention Centre Danang

Moderator

Karen Yue, TTG Asia Media

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 2 | 6 DEC, Friday

14:45 - 16:15

📍 *Ballroom 3*

Building a Legacy for the Future

How can association meetings help your destination build a legacy for the future? Is it possible for association meetings to help formulate and drive solutions for challenges your community is facing? This session explores the potential of meetings beyond the economic impact.

Key Takeaways

- Understanding the importance of legacy and legacy planning
- How to communicate your legacy effectively

Facilitator

Gary Grimmer, GainingEdge

Presenters

1. Amelia Roziman, Business Events Sarawak
2. Steve Armitage, Auckland Convention Bureau

PROGRAMME

SESSIONS

■ ICCA Asia Pacific Summit

■ BE @ Penang

■ Joint

DAY 2 | 6 DEC, Friday

16:45 - 17:15

📍 Ballroom 1

BE of The Future Now

Closing Keynote by Robin Sieger

Individual and organisational success is not and never has been a matter of luck. We live in more uncertain times than ever before with customers having greater choice, competition becoming ever harsher and margins being squeezed ever tighter. This consequently causes increased uncertainty, executive indecision, and a lack of risk-taking in a volatile market-place.

What really is going to happen in the future?

The easy answer is that no one knows. However, there are companies and individuals that throughout the past 70 years have succeeded in uncertain times. This is not because they had a crystal ball. Instead they understood the principles behind creating success at both a personal and professional level, they weren't lucky, rather they focussed making change happen - rather than having change happen to them — a subtle but critical difference. This informative and upbeat keynote about creating success will demystify popular management jargon and business 'fads' of the past and focus on what you can do to create a positive approach to the changes we may face in shaping the future we want.

17:15 - 18:00

📍 Ballroom 1

Closing Ceremony

18:00 - 21:00

📍 SPICE
Rooftop
Garden

Finale Party

Hosted by Penang Convention & Exhibition Bureau
and Setia SPICE Convention Centre



Journey of Discovery

SPEAKERS

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KEYNOTE SPEAKER



James Rees
ICCA

James has 25 years' experience in event organisation and major venue management. He began as a conference organiser for UK-based Water Research Centre organising national and international events then made a move into venue management, joining Wembley Stadium Ltd as an event manager across Wembley's Stadium, Arena and Conference & Exhibition Centre venues, managing international conferences and exhibitions, concerts for artists such as Madonna and Michael Jackson and also the FA Cup. After 3 years he moved into a commercial role, focusing on the exhibition and conference side of the business.

Subsequent roles included London Arena as Sales & Marketing Director then Hilton International as Director of Hilton Direct.

He is now responsible for the Sales & Marketing Strategy for the Conference & Events Division of ExCeL London which has become globally recognised in the congress and convention industry. As a venue owned by Abu Dhabi National Exhibitions Company (ADNEC), he is also responsible for helping to promote ADNEC to international event planners to host their events in the Middle East region.

History on the ICCA Board of Directors:

- Co-Chair of the Sector Venues
 - Elected: 2012
 - Re-elected: 2014
 - Re-elected: 2016
- ICCA President
 - Elected: 2018

KEYNOTE SPEAKER



Robin Sieger
Sieger International

Robin Sieger is from Scotland who now divides his time between Europe and America. He is a leading success strategist and developed a reputation within media and circles as a peak performance 'guru'. He has a world-class reputation as a conference speaker who passionately delivers high impact presentations that are informative, inspiring and entertaining. Robin's humour and ability to connect emotionally with audiences has seen him become the first choice speaker at major conferences for some of the world's most successful companies, including Microsoft, IBM, Coca Cola, Nokia, GM and HSBC.

Robin is the author of seven books including the international bestseller 'Natural Born Winners' (Random House), sold in over 80 countries in 18 languages, and also turned into a No 1 rated television series. Robin gives public and corporate presentations on the psychology of success and peak performance in business, from the shop floor to board level. He also coaches board level executives and professional golfers in the UK and USA. From 6 to 6000, his emphasis is on emotionally engaging the audience with 'real world' information they can action.

Robin studied Human Biology at university then went on to have a successful career as a stand up comedian and a comedy writer for television. At 29, Robin was diagnosed with cancer. He also holds the world record for the coldest round of golf ever played 18 holes at -26°C, at North Star GC, Fairbanks Alaska, Dec 22nd 2001. He has made over 150 skydives having taken it up aged 49. He is never happier than when sharing laughter and creating moments.

SPEAKERS



Amelia Roziman
Business Events Sarawak

Amelia is one of the pioneers of Business Events Sarawak, the first convention bureau in Malaysia, and has over 13 years of experience in branding, marketing & PR.

She has contributed towards a total win of 15 awards for Sarawak in creative marketing campaigns. She has assisted the destination in securing national and international business events over the

last 10 years; which have in-evidently translated to both economic and legacy impacts that cover significant ground beyond the general Tourism umbrella of Sarawak.

To date she has won 5 internationally acclaimed professional awards and was recently selected as one of two recipients globally for the European School of Management and Technology Berlin - Women's Scholarship for Executive Transition Programme.



Anedia Kahar
Business Events Sarawak

Anedia who has a bachelor's degree in Tourism Management from University Utara Malaysia, majoring in Hotel Industry joined Business Events Sarawak in July 2006 supporting the bureau's administration, finance, sales & marketing team. Her timeless dedication saw her career progress in the industry over the years, leading to her being appointed as Business Development Manager in 2011.

Anedia is currently the Head of Business Development and Research. She describes her journey as an adventurous yet beautiful one, having zero knowledge about business events to now helping the bureau to develop Sarawak as a premier business events destination. Anedia is truly a hands-on person. She has been actively involved in bringing in several congresses to Sarawak - World Autism Congress 2022, Asia Pacific Orchid Conference and Show 2019, Routes Asia 2014 to name a few!

Anedia is also a former Sarawak hockey player, winning the state gold in the 1996 Sukan Malaysia. Her motto is 'Never Give Up' in developing business events for the good of the community.

SPEAKERS



Angeline van den Broecke
Kuala Lumpur Convention Centre

Angeline van den Broecke is the Director of Global Business Development and Marketing at the Kuala Lumpur Convention Centre.

Her key areas of expertise are in business acquisition, strategic marketing and organisational growth initiatives.

She represents the Centre at several global industry forums and professional development initiatives and is actively involved in driving the formation of strategic alliances and partnership programmes having worked extensively in both the public and private sector and providing specialist input on business events to the Malaysian Government.

She heads up the Kuala Lumpur Convention Centre Business Events Alliance (KLCCBEA) and is an appointed Board Member of the Professional Convention Management Association (PCMA) Regional Advisory Board for South East Asia.

She is passionate about the professional development of future leaders and driving recognition of the importance of the business events industry.



Antonio Codinach
PCMA

Spanish born Asian adopted, Antonio comes along with more than 15 years of personal and professional experience in education, Learning & Development, training, media and now business events industry, all of them APAC based.

A former co-founder of Las Lilas School, the first privately owned Spanish Language Institution in South East Asia and Associated Center to the Instituto Cervantes, Antonio brings a wide experience in working with major regional higher education organizations and business schools as well as high profile companies to drive businesses through leading by example.

Antonio is a client-focused commercial professional responsible for managing and developing large existing customers and building new, large project business pipeline across face to face, digital and blended learning solutions.

A results-oriented leader with strong focus on team development and facilitating methodology. Passionate about customer development, clients relations, curriculum design, publishing and multicultural environments as key channels for any professional relationship. He has had an extensive Asia Pacific regional sales experience working with key markets as China, Indonesia, Japan, Korea, Malaysia, Thailand, Vietnam and ANZ.

SPEAKERS



Ashwin Gunasekeran

Penang Convention & Exhibition Bureau

Ashwin Gunasekeran is the Chief Executive Officer of Penang Convention & Exhibition Bureau (PCEB), the first State Convention Bureau in Northern Malaysia set up to develop and grow its Business Events industry. Prior to joining PCEB, he was the Assistant Vice President of Group Sales & Marketing of Destination Resorts and Hotels. A born and bred Penangite, Mr. Ashwin worked for the Penang Tourism Action Council upon obtaining his Master's degree in International Tourism from IMI University,

Switzerland. An industry veteran of over 15 years, he brings to PCEB his accrued experience in tourism and hospitality management, revenue analysis, yield management, turnaround strategy, business development and business tourism. He is the current chair of the International Congress and Convention Association (ICCA) Malaysia Committee.



Bruno Simões, CMP

smallWORLD Experience | DOC DMC
Macau - Hong Kong

Currently co-owner of two companies in Macau - smallWORLD Experience and DOC DMC Macau - Hong Kong. Bruno lived in Macau from 1993 until 2000 and now since 2008. Bruno has worked with literally hundreds of events from different perspectives. First for Macau Government as an organizer, then in a large Corporate Travel Management Company (in his home

country Portugal) both as an organizer and client and finally as service provider in his own companies in Macau.

He's passionate about innovation, marketing, customer service, and of course, travel!

He is a CMP (Certified Meeting Professional), CIS (Certified Incentive Specialist), has a degree in Business Administration (1993) and an MBA in Strategic Marketing (1998).

He is also a board member of China Chapter of SITE (Society for Incentive Travel Excellence), President of MISE (Macau Meetings, Incentives and Special Events Association) and a board member of SKAL International Macau (Travel Professionals Organization).

SPEAKERS



Chander Mansharamani

Alpcord Network Travel & Conferences
Management Company

Chander Mansharamani is a business events industry veteran with 35 years experience. HE currently manages the 50-persons professional team of Alpcord Network Travel & Conferences Management Company, which has its Regional Office in Bengaluru and branch offices in Mumbai and Jaipur.

The biggest achievements the group has won include the Best MICE Tour Operator award thrice in 2009 -2010, in 2013-2014 and in 2015-2016 from the Ministry of Tourism India along with the award for Star Conference Organiser by Exhibition Excellence Awards 2015 and the Best Professional Conference Organizer Award in 2016 by Hospitality India Awards.

Chander has also contributed to the travel trade fraternity for many years holding key senior positions in the Industry Associations. He is an avid sportsperson who has represented India in table tennis and won many medals.



LAr. Charles Teo

Institute of Landscape Architects Malaysia
(ILAM)

Penang native Charles is a chartered Landscape Architect and a passionate photographer, with a talent for capturing outdoor landscapes, cultural heritage, and nature with his own unique perspective.

Raised in George Town, Charles completed his professional degree with Universiti Putra Malaysia (UPM), and obtained his Chartered Landscape Architect title in 2003. For the past 12 years, he has been actively involved as a council member of the Institute of Landscape Architects Malaysia (ILAM).

Currently, Charles served as the Honorary Secretary of the Institute of Landscape Architects Malaysia (ILAM) for 2018-2020, and has been appointed as the Event Director for the upcoming IFLA2020 World Landscape Architects Summit from 13-15 August 2020 in George Town, Penang.

Working in the design and publishing field, Charles currently publish books and promotional materials for the design and built environment. Among the publications are *Malaysia Landscape Architecture Yearbook 2007 to 2018*, *35 Landscape Architecture Entrepreneurs in Malaysia*, *Pulau Banding Foundation - Glimpses, Splendour and Chronicle of Royal Belum Rainforest*, *Putrajaya Floria360* and many more.

SPEAKERS



Doris Liu
Hangzhou International Expo Center

Doris Liu, got her MA in Translating & Interpreting. After graduation from UK, she was enrolled into Aramark IBC team as associate director for catering management during Olympics 2008. After the games, she joined China National Convention Center to be assistant of CEO. She also has successfully held the posts in national and international association market. She and the whole team has finished the tasks of lots of international and national events, with marvelous revenue in the whole sales department. In 2016, she was assigned to be Director of Beijing North Star Venue Management Co., in charge of venue consulting and management marketing. With this experience of consulting for several venue projects in the whole country, a thorough understanding of exhibition and conference industry has been formed. On Nov 7th, 2016, she was appointed to be Vice President of Hangzhou International Expo Center, mainly focusing on marketing and sales including exhibition, conference, hotel, catering, tourism and exhibition industrial park. In the year of 2017 and 2018, the whole team got great achievement both in revenue and profit.



Eric Abramson
Venues' Management Division GL Event Venues

A French-American executive with over 30 years of international sales and marketing management experience on 4 continents, Eric has been active in the events industry for the past 10 years.

As Director of Major Accounts for GL Events Venues' Management Division, Eric's main focus is on international sales and partnerships with key associative and corporate accounts. GL

Events Venues is a leading international integrated group which has been operating in every area of the Events Industry for the past 41 years; and has been listed on the French Stock Exchange for the past 21 years. With its 2018 sales exceeding € 1,041 billion, GL Events Venues counts more than 5,000 employees and 50 venues around the world under its direct management. The group's other areas of expertise include services, F&B, and trade shows; with a strong emphasis in Mainland China, Japan, and the Asia-Pacific Region over the next decade.

Eric holds a Bachelors and Masters degrees (summa cum laude) in Hospitality Management from Florida International University in Miami. Fluent in four languages - French, English, Spanish, and Japanese - Eric is passionate about foreign cultures and people. He has traveled to 92 countries and lived overseas (Japan, U.S., and Mexico) for 22 years. He is also a Steering Committee Member of ICCA Asia Pacific Chapter.

SPEAKERS



Gary Grimmer
GainingEdge

Gary has over 30 years' experience in the convention industry. In 2004 he founded GainingEdge, a global consulting company that offers advisory services in relation to destinations, convention bureaus and convention and exhibition centres. It also provides convention and incentive sales representation services in all of the world's key markets. The company's services are end-to-end, with specialist expertise and global networks that cover both the supply and demand sides of the market. GainingEdge also manages the BestCities Global Alliance which is comprised of 12 of the world's leading destinations. Gary has consulted at the local and national level on over 100 projects in all parts of the world.

Previously Gary was the CEO of Convention and Visitor Bureaus in Melbourne (Australia), Albuquerque (New Mexico, USA) and Portland (Oregon, USA.) He also served as Vice President for the Boston (Massachusetts, USA) bureau. His convention centre consulting experience includes market feasibility, demand analysis, facility scoping, design review, site review and operational consultation for convention centre developments. He also served on the London International Convention Centre Commission.

Gary was one of the lead consultants on Destination Next, a global study for Destinations International (DI) which defined the future of destination marketing. He is a former Chairman of the Board of DI and was one of the first six inductees into the inaugural DI Hall of Fame in 2014. He also received the Asia Pacific IMEX Academy Award in 2007.



Han Chiang
Orange Gibbon

Described by her clients as meticulous, refined and considerate, Asia Concentrate and Orange Gibbon co-founder Han Chiang brings a wealth of experience and a strong drive for excellence to the world of conference organizing. In combination with her company's thoughtful service, this has gained her a special reputation in the industry.

The year 2016 brought a good example of Han's thought leadership in the meetings industry, when she was the first to introduce Meeting Design to the Taiwanese meetings market. Han's personal commitment to take care of every detail, along with the revolutionary Meeting Design methodology she deploys, improve the outcomes of every meeting that sees her involvement.

SPEAKERS



Jane Vong Holmes
GainingEdge

Jane Vong Holmes is Senior Manager – Asia of GainingEdge, a consultancy specialising in the business events industry. She lead's GainingEdge's business relationships in Asia. Jane has co-authored two UNWTO publications on the Asia Meetings Industry (2012, 2017) and a report on Universal Accessibility in The Meetings Industry in a joint project with BestCities Global Alliance and Rehabilitation International (2018).

She has been part of the consulting team on several GainingEdge projects in Asia, working with bureaus, tourism offices and convention centres in Hangzhou, Japan, Malaysia, South Korea, Macau, Indonesia and Thailand. She helped establish GainingEdge's signature events GainingLeads and GainingEdge Knowledge Exchange which takes place annually during IMEX and ICCA Congress.

Jane was honoured with the IMEX Academy Award – Asia Pacific in 2013. Prior to joining GainingEdge in 2009, she was Asia Pacific Regional Director for the International Congress and Convention Association – ICCA for eight years. Jane is an ardent advocate for giving back to host communities through meetings and business events. Since 2013, the ICCA Members Gift of Love (GOL) Project has made contributions to charitable organisations in Shanghai, Antalya, Buenos Aires, Kuching, Prague and Dubai.



Jason Yeh
GIS Group

Jason Yeh is the CEO of GIS Group, 3rd Vice President and Asia-Pacific Chapter Chair of International Congress and Convention Association (ICCA). He is now the Honorary President of Taiwan Convention & Exhibition Association. GIS Group, founded in 1991 by Yeh, provides a list of meeting services including conference management, destination management (corporate event, incentive program, teambuilding and cultural activities), audiovisual and congress technology, language services and venue management. The company is a member of International Congress and Convention Association (ICCA), Society for Incentive Travel Excellence (SITE), The International Association of Professional Congress Organisers (IAPCO) and Congress Rental Network (CRN).

It has always been Yeh's mission to help enhancing the meeting industry and to bring more international meetings into Taiwan. In 2016, he released his first book *The Driving Force Behind Destination Marketing*, analyzing the secrets behind destinations bidding for international meetings. In 2017, he brought IAPCO EDGE Seminar to Taiwan for the first time, provided a fruitful educational program for everyone in the Taiwanese industry. With Yeh's great work and active presence in the field, he has been called one of The 25 Most Influential People in the Meetings Industry by *Successful Meetings Magazine* for 2017.

SPEAKERS



Jason Teh
PICO Malaysia

Jason is the Managing Director of Pico Malaysia, an industry leading global brand activation agency. He graduated from the University of Melbourne with a Bachelor of Commerce degree. He is also the Chairman for Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) Youth, established to drive young Malaysian's exposure, and to encourage their involvement in the Business Events industry in Malaysia.

Prior to becoming the MD, he was involved in several mega projects like the World Expo 2010 (Shanghai) and 2015 (Milan), and spent a year in Beijing with Pico TBA. During his time in Pico Malaysia, he was the Head of Events, which saw him bringing the business to new heights. Recently, his team were recognised for their work and achieved the prestigious Dragons of Malaysia Award in 2019.

Through his years in the industry, Jason has a breadth of experience in "engaging people and creating brand experience" after having delivered many successful events to his clients, which includes prominent global brands. Much like the theme of BE @ Penang, he firmly believes that professionals in the industry are essentially the driver of Malaysia's BE Industry, and our collective actions today will shape the future of the industry.



Jay Martens
Talk2 Media & Events

Jay is a veteran communication and business development specialist with 20 years' of international experiences.

Jay has created award-winning business in emerging markets (Russia, Eastern Europe, Middle East, China, South East Asia and Turkey) and developed markets (Japan, UK, and Australia).

A global trade event organiser with expertise in travel and tourism development, having led, developed and created events in Moscow, Shanghai, Jeddah, Tokyo, Jay has worked for major event organisers such as Reed Elsevier PLC and ITE Group PLC.

For those who have met Jay you will know he loves a chat ... make sure you stop him on the show floor to say hi, but only if you have a while

SPEAKERS



Jean Hendry
Tourism New Zealand

Jean Hendry is a New Zealander excelling in sales and marketing, firstly in the IT industry and then moving to the Business Events industry. She has spent the last 10 years promoting New Zealand as a world class business events destination.

With an honours degree in business and marketing, she has witnessed the development of the New Zealand business events industry from a minor player to a leader in the Asia Pacific region.

Her passion for the industry stems from the potential of business events to go above and beyond its economic impact. She is passionate to truly promote the use of international conferences to enhance New Zealand in terms of impact and legacy. Jean works with her clients to ensure that not only the client benefits, but also New Zealand as a whole, realising the true value of hosting International Conferences to all New Zealanders.



Joel Pascual
Philippine Association of Convention and
Exhibition Organizers and Suppliers

Jason Yeh is the CEO of GIS Group, 3rd Vice President and Asia-Pacific Chapter Chair of International Congress and Convention Association (ICCA). He is now the Honorary President of Taiwan Convention & Exhibition Association. GIS Group, founded in 1991 by Yeh, provides a list of meeting services including conference management, destination management (corporate event,

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SPEAKERS



Karen Yue
TTG Asia Media

Karen is the Group Editor of TTG Asia Media's TTG Travel Trade Publishing business unit, a position that sees her leading a team of almost 20 editors, reporters and correspondents across Asia-Pacific and upholding the editorial quality of the team.

She personally manages the editorial direction of TTGmice and TTGassociations as well as TTG Show Daily and regular special editions such as the Asian Tourism Expert Guide. Under her charge, TTGmice features won PATA Gold Awards' Travel Journalism – Business Article in 2011, 2013, 2014 and 2018. These accolades join TTGmice's very first PATA Gold Awards' win in 2009.

In January 2015, Karen launched TTGassociations, a magazine that is built for trade associations and advocates the importance of holding meetings and events. TTGassociations is published every quarter.

In 2017, she created the Special Projects division, which supports industry stakeholders in their marketing content creation. The division has since evolved to produce a wider range of content across print, online, video and face-to-face platforms. It now bears the name, TTG Content Lab. She produced the company's first Asian MICE Cruise Conference in Bangkok, in 2018, and went on to produce the second edition in 2019.



Keiko Nishimoto, CMP
Kyoto University

Kyoto University Graduate School of Management Senior Researcher, MICE Research Institute

Keiko is one of the most experienced meeting professionals in Japan, with almost 20 years of experience in the business events industry. She currently works with several cities in Japan on destination management and marketing strategy.

Keiko is also a PhD candidate at Kyoto University. Her research revolves around creating a model that illustrates the value of MICE which will be generated for many years to come, with the value creation over time for both financial and non-financial values.

SPEAKERS



Kitty Wong

K&A International Co., Ltd.

Kitty Wong is the Founder and the President of K&A International Co., Ltd. and Expo Union Corporation. She is also the Vice President of Taiwan Exhibition & Convention Association and the founding member of World PCO Alliance.

Wong has worked diligently in the industry for decades. She and her team have organized countless successful events, showing extraordinary creativity and execution. For her efforts in promoting green MICE, she was praised as the “Green Lady” of the MICE industry. By gracing the cover of the Asian edition of Headquarters, a world-famous MICE trade journal, Wong became the first woman from the Taiwanese MICE industry to ascend to the world stage.

Wong was conferred the Inspirational ICCA Women Award at the 57th ICCA Congress in 2018. She was also honored as the Congress Ambassador of Taipei City this July.



Mala Dorasamy

Malaysia International Trade and Exhibition Centre (MITEC)

Mala Dorasamy who reins from South Africa, joins Malaysia International Trade and Exhibition Centre (MITEC) as the Director of Marketing and Sales with the responsibility for marketing, strategic partnerships, brand development and global sales.

A result-driven professional with extensive strategic and managerial experience in Convention/Exhibition Centres, Mala was nominated as the Top 40 Women in Mice in Africa for 2015 and awarded the South African Association of Conference Industry Fellowship Award. She has over 27 years of experience in the MICE industry specialising in areas including international marketing, sales, events, exhibitions, business development, research, PR & Corporate Affairs, ISO 9001, 14001, 22 000, major events, catering and front office management.

As the previous Director of Marketing, Sales & Events at the Durban International Convention Centre, she played a significant role in building the global reputation, brand and profitability of the Durban ICC. Mala is well known in international markets and has been responsible for securing several major events for Durban, South Africa. She played an integral role in the Durban ICC obtaining 5 star status, being rated by the World Travel Awards as Leading Convention Centre in Africa for 16 years, AIPC Gold status for top 10 convention centres in the world.

SPEAKERS



Mandy Luk
AsiaWorld-Expo

Mandy, an MBA holder graduated from Lincoln University, is currently the Director of Business Development of AsiaWorld-Expo Management Ltd (AWE). She is one of the founding members of the venue prior to its official opening in 2005.

Mandy played a key role in AWE's pre-opening preparation, including recommendations on the venue's operation model, cross-departmental process mapping, marketing & business development strategy formulation and sales management.

During her tenure at AWE, she has grown and diversified the venue's business into different sectors by recruiting numerous world-renowned trade shows and international conferences to Hong Kong.

Before joining AWE, Mandy worked for Adsale Group for more than 7 years. She is a true lover of the MICE industry.



Mona Manap
Place Borneo

Mona is the CEO and Founder of Place Business Events and Place Borneo, both a PCO based in Malaysia – Kuala Lumpur & Borneo (Kuching & Kota Kinabalu) respectively. [Masters in Business Admin (MBA): Entrepreneurship – Excel College, Kuala Lumpur, Malaysia] [Professional Conference Management (PCM) – SACEOS] [Bachelor of Commerce in Marketing & Management – Curtin University of Technology, Perth, Western Australia].

Mona is a marketer by training and a birdwatcher by passion. Her experience ranges from door-to-door sales, high-school English teacher, marketing strategist in a bank, tour operator, and even a muffin-and-cookie-maker in a cafe! Mona believes in and has passion for guerrilla marketing and inbound marketing. She claims she gets marketing ideas in the shower. As a PCO, she believes heavily in destination marketing and collaborative partnerships among industry players in order to create a critical mass effect of lifting the whole industry and thus grow the individual businesses in the process.

When pried off work, she loves birdwatching, camping, reading, playing the guitar, listening to the Beatles, and anything to do with the VW Beetle.

SPEAKERS



Mike van der Vijver
Orange Gibbon

Mike van der Vijver is a Meeting Designer and Advisor, Trainer and Coach in Intercultural Management.

Since 2003, he has been operating as a free-lance designer of international meetings for a wide variety of international clients through MindMeeting, a company he co-founded with Eric de Groot. MindMeeting specialises in the design of effective meeting programmes for international organisations. Mike provides advice on programmes and formats, designs single sessions as well as full conference programmes. In connection with his design works, Mike presents, moderates and facilitates on average about 30-40 meetings a year. He is also a regular speaker on topics such as meeting effectiveness, innovative meeting formats, and especially Meeting Design.

In 2018, MindMeeting co-founded Orange Gibbon, a joint venture with Taiwan-based PCO Asia Concentrate that brings Meeting Design to markets in Asia. As a result, Mike now regularly works on events in that part of the world. He brings Meeting Design to life all over the world. He is the co-author of *Into the Heart of Meetings*, the first book on Meeting Design, published in January 2013.



Noor Ahmad Hamid
ICCA

Noor has been the ICCA Regional Director for Asia Pacific since 2009.

Under his leadership, he has strengthened ICCA's footprint as one of the most successful international association within the region. He has played an important role in making ICCA Asia Pacific to the largest Chapter, with more than 270-member organisations spanning across 100 cities. It is also notable that he has expanded the Kuala Lumpur-based research team to a Global Research Centre status which allows for more comprehensive research projects to be achieved.

He is the face of ICCA in Asia-Pacific and has spoken in numerous events. In addition, he leads faculty in educational seminars and training workshops. He is one of the Founding Advisory Board & Ambassador for the ASAE's initiative in Asia Pacific. With his immense works in China, he has been inducted to the China Meetings Industry Convention Hall of Fame in 2018. He has also been recognised by the China Council for the Promotion of International Trade (CCPIT) as one of the key thought leaders for the China's convention industry.

Despite all these achievements, he preserves his humble aim to help the region grow and expand ICCA's advocacy to the community.

SPEAKERS



Philip Pang
PCMA

Philip Pang is the Manager of Marketing & Events at PCMA. Based in Singapore, he communicates the value of PCMA's offerings to the business events industry to engage members and the industry audience within Asia Pacific. With a keen interest in event design, he seeks to elevate the learning experience for business event professionals by drawing ideas from outside the industry and incorporating elements of experimentation and peer learning.

Prior to PCMA, Philip had stints in the marketing and hospitality fields working with John Paul, Red Bull and Capella Hotels. He graduated from the University of Nevada, Las Vegas with a Bachelor's Degree in Hotel Administration.



Prashant Yadav
Liberty International India

Prashant Yadav is the CEO of Liberty International India.

SPEAKERS



Raty Ning
Pacto Convex

Raty is the Vice President Director of Pacto Convex, an Indonesian Professional Convention Organizer (PCO). Pacto Convex, founded in 1992, is the leading PCO in Indonesia and is one of the global players in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry.

Raty attended International Association of Professional Congress Organisers (IAPCO) conference management training in Switzerland in 2005 to gain an in-depth knowledge in conference management. She is also a Certified Master Management of Conference (CMMC), issued by the Indonesian Profession Certification Institution (LSP) MICE in 2011. She is currently the Chair of the International Congress and Convention Association (ICCA) Indonesia Committee.

She is also a travel enthusiast, particularly to nature and adventure destinations. She has travelled to all seven continents and grown her passion for conservation work through the experience. She serves on the Leadership Council of The Nature Conservancy Indonesia to support the organization's mission of conserving the land and waters on which all life depends. Raty holds a Master's degree in Finance from Kogod School of Business, American University in Washington, DC.



Richard Michael
Asia Ability Creative Team Building

Richard Michael is a highly experienced corporate trainer and facilitator who specialises in using experiential activities to create powerful personal and team development experiences.

Born in Sabah, Malaysia, Richard also brings with him over 10 years of experience in the tourism and hospitality industry of Sabah. Holding a Degree in Business Administration from Ottawa

University, USA.

Richard is the Operations Director for Asia Ability Sdn Bhd – designing and facilitating corporate training programmes for regional and corporate companies throughout the Asian region. Programmes delivered for Asia Ability clients include team development, leadership, conflict management, coaching skills, team development and creative problem solving.

In recent years he has facilitated workshops in China, Indonesia, Singapore, Thailand, Philippines, Eastern Europe as well as all over Malaysia. Corporate clients include Siemens, Standard Chartered Bank, Motorola, Dell, Shangri-La Hotels, Le Meridien, ExxonMobil, Shell and Phillips.

SPEAKERS



Ross Barker
The Meetings Show

Ross Barker is well known throughout the global meetings industry and has extensive experience working in the MICE publishing industry with roles at CAT Media and Haymarket Media Group, focusing on international clients targeting the UK outbound market.

He currently is the commercial director of the meetings portfolio for Northstar Travel Media UK, where his role includes heading up the commercial team for The Meetings Show, the UK's leading trade show for inbound and outbound events. Since joining the team at The Meetings Show in 2016, Ross has increased the show's international focus, including growing long-haul destination exhibitor by 38% in one year. Ross works in close partnership with exhibitors to help them achieve their objectives, and acts as an ambassador for the wider UK meetings industry.

When not working he is a keen sports fan and follower of Manchester United and international rugby supporting England. Most of all loves spending time with his family and young son as well as enjoying the odd glass of Languedoc or Côtes de Provence rosés.



Roy Sheppard
PeoplePortfolio

For many years, Roy was a BBC TV news anchorman and BBC Radio 4 presenter in London, England. Today Roy facilitates and MCs large-scale international corporate, medical and scientific congresses as well as many annual ICCA conferences.

As a speaker he delivers lectures on networking, presentation skills and 'How to be Upbeat in a Downbeat World'.

Roy is the author of numerous books about business and personal relationships. He is the founder of the online learning website www.PeoplePortfolio.com

SPEAKERS



Steve Armitage

Auckland Tourism, Events & Economic Development (ATEED)

Steve Armitage joined Auckland Tourism, Events and Economic Development (ATEED), the region's economic growth agency, in 2013 following political advisory roles in the private sector, and central and local government.

As ATEED's General Manager – Destination, he oversees portfolios in tourism marketing, major events, business events, international education and destination management.

Steve was instrumental in the creation of the Destination AKL 2025 strategy document, which sets a new direction for the development of Auckland as a leading global destination for domestic and international travelers while at the same time enhancing it as the place to live, work and do business.

Steve is also taking a lead role in Auckland's preparations for 2021; a year when the region will host a succession of world-class events, including the 36th America's Cup and APEC Leaders Week.

Steve has a Masters of Arts (Hons) in political science from the University of Auckland.



Tess Kidman

Adelaide Convention Bureau

Tess is Research Executive for the Adelaide Convention Bureau, and has worked with the Bureau for 6 years. As a result of working across multiple departments during her tenure, Tess brings with her a holistic view of destination marketing.

In her current role, Tess is responsible for researching and identifying international business events that align to South Australia's key industry sectors. To support this activity she proactively connects with local experts, and attends local events to remain informed around what is happening in the destination.

Tess also plays a crucial role in the delivery of the Bureau's Conventions Adelaide event portfolio which aims to educate potential clients about Adelaide's convention capabilities.

In July 2019 Tess was named ICCA Researcher of the Month.

SPEAKERS



Trần Gia Ngọc Phương (Gia)
Ariyana Convention Centre Danang

Gia is a proactive hospitality professional with hard-willed determination and meticulous approach, specialised in project management, venue management, VIP services and MICE. Gia built her experience in hospitality pre-opening and operations covering an array of resort, city hotel and casino projects in England and Vietnam.

Gia provides leadership and the overall operations of the Ariyana Convention Center, driving sales & marketing activities, ensuring top-notch facility quality, overseeing vendors and logistics operations, with a strong focus on leading teams to work with a vision, exceeding customer expectations through successful event execution.

While Gia is responsible for the day-to-day operations of the ACC, she also develops strategic plans to direct the convention centre growth aligned with executive board's vision, upholding ACC's market-leading reputation and strengthening business partnerships. Since the opening in late 2017, the convention centre has hosted the high profile APEC 2017 Summit and 6th Global Environment Facility 2018.

Gia attained BSc (Hons) in International Business & Marketing from Aston University, UK, and subsequently earned a Master's in International Business in Hotel & Tourism Management from Cesar Ritz, Switzerland and Manchester Metropolitan University, UK.



Veemal Gungadin
GlobalSign.in

Veemal Gungadin is the Chief Executive Officer of GlobalSign.In Pte Ltd (GSI) and Vice President for Digital & Innovation at SACEOS. Veemal founded GSI back in 2006, architected and coded the first software platform of the company, at an age when his peers were settling for university placements. GSI today is a leading event tech company with offices in Singapore, Australia, India, Myanmar and the US. Having graduated from National University of Singapore with

a degree in Computer Science, Veemal remains at the forefront of technology and spearheads the software products being crafted at GSI. The challenge he sets for his team is to release what's going to go mainstream in the next 5 years. GSI's core SaaS products are GEVME, an enterprise events marketing platform that allows organisers and marketers to manage and promote events online, and Judgify, an enterprise awards & contests submission and judging platform.

Veemal is also an investor and advisor for several innovative startups. In Singapore, Veemal advises on product development & growth at Synchestra, a revolutionary InsurTech platform. Veemal also acts as strategic tech advisor for Severalnines, today a global leading database management company headquartered in Sweden that was founded by ex-employees of MySQL & Oracle.

SPEAKERS



Yoshiaki Matsui

Kyoto Convention & Visitors Bureau

Yoshiaki Matsui is the Deputy Director of the Bidding and Promotion Division in the Department of Conventions and Tourism at the Kyoto Convention & Visitors Bureau.

He began working at the front desk of the Kobe Portopia Hotel in 2008, before taking a position in charge of attracting international conferences at the Japan National Tourism Organization (JNTO) in

2013. While at JNTO, he successfully led the bid for many large-scale international conferences such as the World Congress of Neurology (2017 with 7,000 attendees) and became involved in the Japan Tourism Agency's promotion of unique venues, participation in overseas MICE exhibitions, and Japan Conference Ambassador Program.

In February 2015, he began working at the Kyoto Convention & Visitors Bureau, where he is now in charge of bidding and promotion, event support, and various initiatives for MICE events in Kyoto. He has succeeded in bringing the 25th ICOM General Conference (2019 with 2,500 attendees) and over 50 large-scale international conferences to Kyoto.

He was awarded the ICCA Researcher of the Month in May 2019.



NOTES



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NOTES



NOTES



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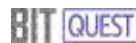
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