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国际会展旅游 | Incentive Travel & Conventions, Meetings
博览会

CTW 中国 China
国际商旅大会

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Issue

1

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Asia-Pacific's welcome

China's reopening will boost tourism and business footfalls to Asia-Pacific

By S Puvaneswary

Chinese outbound travel to Asia-Pacific countries is expected to touch 2019 arrival numbers by the end of this year, and reach new heights from 2024 – adding momentum to region's tourism recovery.

Haiyan Song, associate dean at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, shared a three-year visitor forecast built in partnership with PATA using econometric models and expert panel adjustments.

Chinese outbound travel to Asia-Pacific is forecasted to number 61.8 million travellers by end-2023, and exceed 2019 levels in 2024 by 133.5 per cent if there are no or few barriers to travel, and grow further in 2025 to 152.5 per cent over 2019.

Based on the severity of barriers to travel, such as government policies, inflation and air capacity, among others, the growth forecast in 2025 over 2019 can be lower at either 121.7 per cent or 96.5 per cent.

Song named Hong Kong, Macau, Japan, Thailand and South Korea as the top five beneficiaries of Chinese outbound travel in 2025, similar to 2019.

The major beneficiaries of Chinese out-



China's outbound travel will boost the tourism recovery in Asia-Pacific; a Chinese travel group visiting Japan pictured

bound travel in the short term are destinations close by, opined Mayur Patel, head of Asia, OAG Aviation. He expects Chinese outbound to ramp up from 2Q2023, especially around the Labour Day public holidays. Chinese and Asian airlines are building up their capacity over the coming months, which will facilitate more travel.

Caroline Bremner, Euromonitor International's head of travel research, opined that while Asia-Pacific was slower to open up after the height of the pandemic, the

reopening of China will speed things up.

She said: "It's really exciting to see how that's going to develop going forward, especially as more capacity is put in the market."

However, she cautioned that the slowing down of the global economy and high inflation would impact consumers and their spending, while rising costs of ground and air travel would pose a challenge to tourism businesses working towards recovery.

In brief

PAL steps up China flights

Philippine Airlines has resumed Manila-Xiamen and Manila-Guangzhou services in January, and is working to ramp up its China services over time, subject to government authorisation.

AirAsia deepens China reach

AirAsia is planning to exceed its pre-pandemic routes and frequencies to China by end-2023. A target has been set for at least 340 flights per week in China by 4Q2023 – this compares with about 320 flights in 2019. The carrier also hopes to launch new flight routes between China and Indonesia and Cambodia this year.

Scoot restores China links

Scoot will restore China flights to more than half of pre-pandemic levels by this June, with plans to progressively increase its flights from the current 14 a week to 57. It now operates services to cities like Guangzhou, Nanjing and Shanghai, and will resume flights to Xi'an and Haikou come April.

Hong Kong Airlines debuts in Beijing

Hong Kong Airlines has started a four-time weekly service from Hong Kong to Beijing on March 15. The Hong Kong-Beijing return services operate every Monday, Wednesday, Saturday and Sunday.

Positive outlook for exhibitions industry in 2023: UFI

The latest *Global Exhibition Barometer*, published by UFI, the Global Association of the Exhibition Industry, has highlighted a positive outlook for 2023.

While there is strong evidence that Covid-19 woes are over in most markets, where the full recovery is expected in 2023, there remain a few markets, including China, where this full recovery is not anticipated. Globally, the level of operations continues to improve, with a pro-

portion of companies declaring a "normal activity" gradually increasing from 30 per cent in January 2022 to 72 per cent in December 2022, and expected to reach 80 per cent in June 2023.

Companies from most markets expect to deliver 2022 results close to their 2019 levels. In terms of operating profit, around half of the companies are declaring an increase or stable level for 2022 compared to 2019 levels and increasing to seven out of 10 for 2023. Those results for 2022 were achieved with no public financial support for 69 per cent of companies, and for half of those that did, this aid represented less than 10 per cent of their overall costs.

The most pressing business issues also reflect how the industry is now focusing on post-pandemic challenges and opportunities: "Internal management challenges" (highlighted by 20 per cent of respondents), "Impact of digitalisation" (16 per cent), and "State of the economy in the home market" and "Global economic developments" (both 15 per cent of answers) are the most common ones. By comparison, the "Impact of the Covid-19 pandemic on the business" is now marked by only five per cent of companies as one

of the most important issues, compared to 19 per cent in 2022.

The highest levels of "normal activity" for 1H2023 on average are expected in several countries. In China, however, only 20 per cent expect this, and 40 per cent are bracing for a reduced one.

In China, as of December 2022, and combining all markets, 55 per cent of respondents declared that exhibitions could be held (usually with hygiene measures); 17 per cent reported that "only local events" were; and 28 per cent said that events were still not allowed.

Globally, on average and excluding China, the revenues for 2022 and 2023 represent 80 per cent and 94 per cent of 2019 levels.

Colombia, France, Saudi Arabia, Spain, and Turkey have performed well above this average in 2022, and the UK will join that group in 2023.

In terms of operating profit, the markets in all the countries analysed are above average levels in either 2022 or 2023, or both, except China, Germany, Italy, Thailand, and the US.

Globally, four per cent of respondents expect a loss for 2023, compared to 11 per

cent for 2022. The highest proportion of companies expecting a loss in 2023 is declared in China (18 per cent), Germany (17 per cent) and Italy (11 per cent).

"Internal management challenges" is the key business issue for all regions, and it is the most selected issue for most markets. Within "Internal management challenges," 67 per cent of respondents selected "Human resources" issues, 44 per cent selected "Business model adjustments", and 31 per cent selected "Finance".



With pandemic woes behind most of the world's exhibition businesses, leaders are now paying attention to future challenges

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Business Event Australia has confirmed a number of incentive travel groups from China soon after the latter bid farewell to restricted travel on January 8, with at least three set to take place this year.

The three confirmed events would have an average of 200 to 500 attendees, but the biggest win at this point is a 1,000-pax Nu Skin Enterprises incentive event to Brisbane in April 2024.

Robin Mack, head of Business Events Australia, told *TTG Show Daily* that more wins would materialise, as some projects are currently being worked on.

“Overall, there have been positive developments out of China, and activities are coming back,” Mack said.

Mack noted that Australia’s destination brand is “really strong in China”, and is instrumental for the current wave of event enquiries.

To ensure Australia remains top of mind, Business Events Australia extended its global campaign, *There’s Nothing Like Australia*, to China on February 1 this year. The campaign showcases “the Australian personality, landscape, our welcoming people, and wide range of business events facilities”.

“We have trans-created our campaign content for China to make sure we get that Australian personality through,” said Mack, who added that it was “easy and quick” for Business Events Australia to “switch on” stronger marketing initiatives in China as its teams have “stayed present and active the whole time with trade media, agent partners and customers”.

While Business Events Australia takes the lead in country-wide promotions in China, state bureaus run their own programmes to convert interest into real bookings. Northern Territory Business Events, for example, administers the Northern Territory Business Events Support Fund, which offers financial assistance of at least A\$100 (US\$67) per delegate plus additional incentives at certain times of the year.

Mack noted that gateway cities, like Sydney and Melbourne, are still the most

All systems go

Active communications in China throughout the pandemic years have made it easy for Australia to switch up its destination marketing now that the time is right. By **Karen Yue**



Dine well amid natural landscapes with the Sounds of Silence dinner programme in Uluru

popular among Chinese incentive groups. “But we are also seeing destinations beyond the gateways coming back into favour,” he added.

Although Business Events Australia is eager to introduce Chinese buyers to “new places” across the country, Mack acknowledged that even familiar cities have

plenty of new things to show. “So much has changed in Melbourne, while in Brisbane we have the Queen’s Wharf, a new entertainment precinct. Such developments are replicated across Australia.”

Indeed, fresh offerings are piled high on the plate for Chinese planners.

Destination Gold Coast’s head of busi-

ness events, Selina Sinclair, said her city has spent A\$1 billion on new products and experiences over recent years.

“There are new tour companies, bars, venues, restaurants and some 3,000 new hotel rooms constructed (during the pandemic). We’ve also seen a lot of investment by the theme parks. With that, I feel we definitely stand out in the incentive travel space,” Sinclair said.

Over in the Northern Territory (NT), there are new ways to appreciate the region’s renowned natural landscapes and rich living culture.

In April 2023, a new Light Towers installation will be established at Kings Canyon by acclaimed artist Bruce Munro. At Uluru, Voyages Indigenous Tourism Australia will launch Wintjiri Wiru, a spectacular light, laser, projection and drone experience that conveys the story of the Anangu people, the Aboriginal traditional owners.

Looking ahead, Mack acknowledged that the speed of market recovery would depend on air capacity.

“For China, we are now at 32 per cent of seats in the system compared to 2019. China’s civil authority believes that capacity will be back to 80 per cent by end of this year. We certainly hope this trajectory is in place for Australia,” he said.

Rebecca McCaig, director of NT Business Events, said air capacity recovery is supported by strong demand from international and domestic markets.

“The Northern Territory has an optimistic outlook that air capacity will continue to expand and grow in the next 12 months,” she said.

NT currently relies on the Singapore Airlines global network to bring Asian footfalls into the region. Singapore Airlines now operates three-weekly direct Singapore-Darwin flights, which will increase to five from July. Alternatively, Chinese travellers can fly to Sydney or Melbourne, then connect onto a domestic flight to Darwin, Alice Springs and Ayers Rock Airport in the NT.

Australia has so far recovered 74 per cent of its pre-pandemic international air capacity, and will hit 85 per cent by June.

SMASH IT



The Upper Deck

Hyatt Regency Sydney has made The Upper Deck available for exclusive use. Situated on Level 11, the 352m² venue sports a nautical-inspired design, with small motifs that pay homage to the harbourside locale. The space is fully customisable, and comes with a 40m² outdoor terrace and expansive views of Darling Harbour. Up to 200 guests can be accommodated.

Planners are supported by the latest technology and audiovisual equipment, and have set menu and beverage packages to choose from.



The Pleasuredome

The Pleasuredome marquee is the newest event space to grace the Brisbane Powerhouse in Queensland.

Offering 400m² of event space within, the ivory sailcloth marquee accommodates up to 360 seated guests in long table feasting or theatre mode, and 500 standing.

Located under Moreton Bay Figs and overlooking the Brisbane River, the event space is surrounded by another 350m² of lawn, as well as additional Nordic-inspired tents to suit events of all sizes. There are also full-service bars and alfresco lounging zones.



The Old Synagogue

What was once Western Australia’s first synagogue, built in 1902, is now one of the most stylish dining addresses in Fremantle, Western Australia.

Simply named The Old Synagogue, the heritage venue is a four-in-one delight for planners looking to design a social evening in a memorable location and with impressive eats. Venues include The Arbor beer and wine garden, Mr Chapple bar with rooftop terrace, the award-winning Tonic+Ginger restaurant, and speakeasy bar L’Chaim.



Spicers Tower Lodge

Located just over two hours’ drive north of Sydney/Warrane, Spicers Tower Lodge in the Hunter Valley has reopened its doors after a massive renovation.

Set against Broken Back Range, Spicers Tower Lodge embraces a modern Spanish mission style, with 14 tastefully appointed rooms. Guests will enjoy experiences such as local produce and wine masterclasses, archery, and morning yoga. Event and meeting spaces include a conference room for up to 90 guests, a private dining room for up to 10 guests, and a 28-seat restaurant.

Eyes on the prize

Indonesia has set a lofty target of Chinese arrivals this year, with business events contributing a good number of footfalls. By **Mimi Hudoyo**

Indonesia has stepped up its pursuit of the Chinese business events market, following the opening of China's borders and the inclusion of Indonesia as one of the 20 destinations accessible to outbound Chinese travellers.

This year, the Ministry of Tourism and Creative Economy (MoTCE) has set a target of 120,700 to 255,300 total arrivals from China, with business events expected to contribute up to 25 per cent, or between 30,175 and 63,825 delegates.

To achieve this target, the MoTCE is focused on drawing incentives and exhibitions from China's largest industrial cities – such as Beijing, Shanghai, Guangzhou, and Shenzhen – where manufacturing, information technology, services, banking, logistics, automotive, and electronics industries are thriving.

Masruroh, director of MICE at the ministry, also noted that China is an important source market of attendees for exhibitions in Indonesia.

In 2022, 32 exhibitions in Indonesia attracted participants from China, according to data from the Indonesia Exhibition Companies Association (IECA). The recent China Homelife Indonesia, held from March 16 to 18, 2023, was one of these events.

Jakarta will continue to host several upcoming events – such as the IECIE VAPE Show in August and the Jakarta International Premium Products Fair in September – which are expected to draw good participation from China.

To court the Chinese events market, MoTCE will conduct sales missions, participate in selected tradeshows and organ-



Nusa Dua, Bali (pictured) is a popular destination for Chinese visitors

ise fam trips. From April 10 to 15, it will lead sales missions to Guangzhou and Shenzhen. DMCs, exhibition organisers and venues will be in attendance.

Explaining the choice of cities, Masruroh said: "We picked these two cities for the first sales mission after considering the availability of flights. (This is because) business travellers, particularly exhibition sellers, will usually bring along show materials and will need convenient access to event cities."

Currently, the only direct flight between China and Indonesia is operated by China Southern Airlines, out of Jakarta.

While Beijing and Shanghai are "primary markets", Masruroh said these cities still require a transit.

Minister of tourism and creative economy Sandiaga Uno noted that MoTCE plans to speak with airlines to increase the number of direct flights – both scheduled and chartered – between Indonesia and China.

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Following the sales mission, MoTCE plans to organise a fam trip or site visits for business events players from China.

Masruroh expects the mission to extend beyond Jakarta and Bali, and stated: "DMCs usually have programmes beyond Bali, such as combining the island with Labuan Bajo or Lombok, while for exhibitions, we have also invited Surabaya venues to take part."

SMASH IT



Ayana Segara Bali

This is the fourth property to open within the 90-hectare integrated Ayana Estate at Jimbaran – following the trio Ayana Villas Bali, Ayana Resort Bali, and Rimba by Ayana Bali – taking the estate's total accommodation to 980 villas, suites, and rooms.

The new Ayana Segara Bali offers 205 rooms and suites as well as a range of facilities including Bali's largest indoor-outdoor pool, a 22,000m² spa, three stylish restaurants such as farm-to-table restaurant, Luna, and an open-air function space which provides guests with panoramic views of the Jimbaran Bay area.



Trans Luxury Yacht

The Trans Luxury Yacht is the newest addition to Indonesia's Trans Hotel Group.

Operating in the Labuan Bajo and the Flores Sea, the 58-metre leisure vessel has 10 luxury cabins, a spa and Jacuzzi on the sun deck. There is also a meeting space, fitted with an 82-inch LED TV and audiovisual equipment, for up to 20 pax. Wi-Fi is available onboard.

The yacht is good for corporate events of up to 70. A one-day sample itinerary could include sailing to Komodo Island for a short trek, and visiting Pink Beach for diving and snorkelling. Shorter charters are possible, such as for a sunset dinner cruise around Labuan Bajo.



Grand Mercure Bali Seminyak

Accor has opened the 269-key Grand Mercure Bali Seminyak, located a stone's throw from Double Six Beach.

The 269 rooms and suites range from 38m² to 65m², all featuring décor influenced by the traditional Balinese dancer's headdress – one of the iconic symbols of the island's culture.

Event planners may avail the 500m² Pandawa Ballroom and five function rooms. Other facilities include three swimming pools, a fitness centre, a spa, and for those travelling with their families in tow, a kids' club and children's pool.



Ambar

Mandapa, a Ritz-Carlton Reserve, has unveiled its latest hanging bar and dining destination, Ambar, which means sky in Sanskrit. The venue draws inspiration from the sky, providing guests a serene location to gaze into the Ubud sunset while savouring handcrafted cocktails and Japanese-Indonesian fusion dishes.

Ambar offers several gastronomic collections. The Belantara collection, for instance, features concoctions such as Yuzu Negroni, Koko Kohi, and Sarapan Reviver, all inspired by local ingredients and Japanese drinking culture. The Fruits of the Forest collection highlights classic cocktails with a twist, such as Lemon-grass Gin & Tonic.

A warm welcome



M+ (pictured) is a museum of visual culture in the West Kowloon Cultural District of Hong Kong

The wait to receive business events is finally over in Hong Kong, and myriad incentives are on the plate now to stimulate bookings. By **Prudence Lui**

In its latest 2023/24 budget, the government pumped an additional HK\$200 million (US\$25.5 million) into funding Hong Kong Tourism Board's (HKTb) efforts to secure more business events for the destination.

Prior to this announcement, in February 2023, a *Hello Hong Kong* promotional campaign was also launched globally, while Hong Kong's last Covid-19 restriction – mandatory mask-wearing – was lifted on March 1.

These developments signal Hong Kong's readiness for international business events once more.

A slew of initiatives has also been rolled out to welcome visitors back. From now until December 31, 2023, visitors to Hong Kong can benefit from exclusive cash vouchers, termed Hong Kong Goodies, valid for use at restaurants, shops and attractions. A commemorative Octopus card with a stored value of HK\$100, privileged access to Plaza Premium Lounge, M+ one-day admission tickets, and welcome drinks at one of the destination's eclectic bars are part of the extensive selection of perks listed under the Hong Kong Goodies programme.

Looking ahead, HKTb has plans to further develop the city as an international gateway and prime meeting hub in the Greater Bay Area (GBA).

A spokesperson with HKTb said: The Board will launch a *MeetHK • MeetGBA* campaign to consolidate a two-way proposition that captures opportunities in and out of the GBA for staging events in Hong Kong.

"Events staged in Hong Kong will enjoy immense benefits, including event attendance growth, sponsorship attraction,

tremendous business opportunities, and an array of exciting experiences."

To enhance the city's competitiveness in event bids, HKTb has also beefed up various funding schemes and recovery initiatives that cater to all gatherings in the business events spectrum.

For conventions, the Hong Kong Convention Ambassador Programme has been expanded to leverage the influence of 25 top leaders from Mainland China this year. So far, more than 100 top leaders have been tapped on to attract more business events to the Frangrant Harbour.

For recurring exhibitions organised at the Hong Kong Convention and Exhibition Centre and AsiaWorld-Expo, organisers can benefit from a three-year scheme starting from July 1, 2023, to June 30, 2026. These exhibitions will receive an incentive equivalent to 100 per cent of the venue rental.

Recurring exhibitions elsewhere will gain some support too – an equivalent of 50 per cent of the venue rental, subject to a cap of HK\$20 million per exhibition.

Meetings and incentives will also be able to access new themed itineraries based on experiential, wellness, and interests trends.

Kenneth Wong, HKTb's general manager MICE & Cruise, told *TTG Show Daily*: "We are excited to welcome back more business events with the warmest hospitality offers and brand-new infrastructure and experiences.

"Together with MICE industry leaders, we are confident that we will achieve greater success with event organisers and make Hong Kong the world's meeting place for business events."

SMASH IT



Peak Tram

Hong Kong's beloved Peak Tram now sports a new look, with the introduction of brand-new, sixth-generation tram-cars. Each car has a capacity of 210 seats, reducing passenger wait time by over 70 per cent. It is also bigger and brighter, thanks to the new design which allows more natural light through the ceiling.

Guest experiences at the Central terminus have also been upgraded, with a new haulage display, replica of the first-generation peak tram, and high-definition videos of voyages from the past.



Fortune Ferry Company

Fortune Ferry Company has launched a new water taxi loop service going from Tsim Sha Tsui (TST) East to West Kowloon. It serves areas like Wanchai, Central, and West Kowloon, and is available every Saturday from TST East at 13.30 and 16.40.

The water taxi can accommodate up to 170 passengers across its spacious open deck and internal air-conditioned cabin.



Ngong Ping 360

Ngong Ping 360 launched Crystal+, a brand-new cabin type, last December. All sides and the bottom of the Crystal+ cabins are made of tempered glass, offering guests almost fully unobstructed views of Lantau Island.

Made in France and Italy, there are seven Crystal+ cabins available, where each is able to hold 10 passengers (load capacity of 750kg)..



Regala Skycity Hotel

The 1,208-room hotel is located within the Skycity development next to the Hong Kong International Airport, and is directly connected to the AsiaWorld-Expo venue.

The hotel offers 2,800m² of meeting and events space, including two banquet halls and the Regala Grand Ballroom.

Guests can enjoy facilities such as the landscaped rooftop Sky Deck where there is a cocktail bar, gym and jogging track. Dining options include all-day international restaurant Petra, Vivace bar and grill, and Chinese restaurant Jade.



Hong Thai Expo & Business Centre

The newly-launched Hong Thai Expo & Business Centre (HTEBC) is conveniently located in Admiralty, occupying 3,345m² of the United Centre building.

It packs in 335m² of space for seminars, workshops or meetings – good for up to 350 people. Free Wi-Fi is available.

A professional in-house support team is on hand to assist clients.

IT&CM China and CTW China 2023 Hybrid

21-23 March, 2023 | The Anandi Hotel and Spa, Shanghai 上海阿纳迪酒店

11-12 April 2023 | Virtual Networking Event 线上互动

IN-PERSON EVENT PROGRAMME

线下展会日程

LEGEND ● Exhibitor ● Buyer ● Media ○ Speaker ● Trade Visitor

21 March 2023, Tuesday

- 0000 – 1159 **Booth Set Up** (Including Special Design) ●
舞台搭建 (包括特装展位)
Anandi Ballroom 和合厅, LG1
- 1500 – 1800 **Booth Decoration by Exhibitors** 展商布置展位 ●
Anandi Ballroom 和合厅, LG1
- 1200 – 1800 **Registration For Exhibitors, Buyers, Media, Speakers and Trade Visitors** ●●●●○●
展商、买家、媒体、演讲嘉宾、观众签到
Registration Counter 签到台, LG1
- 1600 – 1730 **Opening Knowledge Panel** 开幕论坛 ●●●●○●

Hosted by China Business Event Industry Committee (CBEIC)

由中国国际商会商业行业商会商务会展产业委员会主办
International competitiveness of business event industry - Trend of International MICE Standardization
商务会展行业的国际竞争力: 国际MICE标准发展趋势

Moderator

Alicia Yao Hong, Vice President, China Business Event Industry Committee (CBEIC)
姚红, 中国国际商会商业行业商会商务会展产业委员会 副主席

Keynote Speaker

Yao Xin (Jack Yao), Secretary General, China Council for the Promotion of International Trade-Commercial Sub Council (CCPIT-CSC)
姚歆, 中国国际贸易促进委员会商业行业委员会 秘书长

Panellists

Lin Yu, Vice President, Shanghai Jin Jiang Travel Co., Ltd
林宇, 上海锦江旅游控股有限公司 副总裁

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任国岩, 浙江万里学院会展经济与管理专业 教授
Meeting Room 1 和鸣厅, LG1

- 1730 – 1830 **Welcome Reception** 欢迎茶点 ●●●●○●
Meeting Room 1 和鸣厅, LG1

22 March 2023, Wednesday

- 0830 – 1800 **Registration For Exhibitors, Buyers, Media, Speakers and Trade Visitors** ●●●●○●
展商、买家、媒体、演讲嘉宾、观众签到
Registration Counter 签到台, LG1

- 0915 – 0945 **Brand Engagement 1** 品牌推广活动 1 ●●●●○●
Tourism New Zealand Business Events 100% PURE
新西兰旅游局
Bring your name card and stand a chance to win prize!
(For Buyers and Media)
欢迎买家和媒体携带名片参与现场互动, 赢取礼品!

Knowledge Hub, Anandi Ballroom 知识分享区, 和合厅, LG1

- 0935 – 1225 **Exhibition and Scheduled Meets 1 to 7** ●●
展览及展前预定商务洽谈 1 to 7
9.35 to 9.55am | 10 to 10.20am | 10.25 to 10.45am
10.50 to 11.10am 11.15 to 11.35am | 11.40 to 12.00pm
12.05 to 12.25pm
Anandi Ballroom 和合厅, LG1

- 1200 – 1345 **Networking Luncheon** 交流午餐 ●●○
Regal Ballroom 和馨厅, LG1

- 1400 – 1740 **Exhibition and Scheduled Meets 8 to 16** ●●
展览及展前预定商务洽谈 8 to 16
2 to 2.20pm | 2.25 to 2.45pm | 2.50 to 3.10pm
3.15 to 3.35pm | 3.40 to 4pm | 4.05 to 4.25pm
4.30 to 4.50pm | 4.55 to 5.15pm | 5.20 to 5.40pm
Anandi Ballroom 和合厅, LG1

- 1730 – 1800 **Brand Engagement 2** ●●●●○●
品牌推广活动 2
Europcar 欧乐驾自驾租车公司
Bring your name card and stand a chance to win prize!
(For Buyers and Media)
欢迎买家和媒体携带名片参与现场互动, 赢取礼品!
- Knowledge Hub, Anandi Ballroom 知识分享区, 和合厅, LG1

23 March 2023, Thursday

- 0830 – 1800 **Registration For Exhibitors, Buyers, Media, Speakers and Trade Visitors** ●●●●○●
展商、买家、媒体、演讲嘉宾、观众签到

- 0930 – 1245 **Exhibition and Scheduled Meets 17 to 24** ●●
展览及展前预定商务洽谈 17 to 24
9.30 to 9.50am | 9.55 to 10.15am | 10.20 to 10.40am
10.45 to 11.05am | 11.10 to 11.30am | 11.35 to 11.55am
12 to 12.20pm | 12.25 to 12.45pm
Anandi Ballroom 和合厅, LG1

- 1300 – 1415 **Networking Luncheon** 交流午餐 ●●○
Regal Ballroom 和馨厅, LG1

- 1400 – 1800 **Exhibition and Walk-In Meets** 展览及现场商务洽谈 ●●
Anandi Ballroom 和合厅, LG1

Departure of Delegates 参会代表返程



VIRTUAL NETWORKING EVENT PROGRAMME

线上互动日程

1000-1800hrs, 11-12 April, 2023 (GMT+8)
从4月11日, 1000hrs (GMT+8) 至4月12日, 1800hrs (GMT+8)

On-Demand Content (精彩纷呈的随享环节):

Knowledge Sessions (知识论坛);
Brand Showcase Presentations (品牌推介会);
Buyer Procurement Showcases (买家采购专场)

Networking and Business Card Exchange

人脉拓展及名片交换

Highlights of Shanghai In-Person Event

上海线下展会亮点回顾

Knowledge Sessions 知识论坛

Opening Knowledge Panel 开幕论坛

In- Person 线下 | Meeting Room 1 合鸣厅, LG1
21 March, 1600 to 1730 hrs (GMT+8)
3月21日, 下午4 - 6.30点 (GMT+8)

HOSTED BY China Business Event Industry Committee (CBEIC)
由中国国际商会商业行业商会商务会展产业委员会主办



International Competitiveness of Business Event Industry: Trend of International MICE Standardization

With the emergence of the epidemic, new technologies and methods have emerged under the existing meeting & exhibition management forms, and new standards have been added on the basis of the original standards. This new set of standards and norms will continue even if the pandemic ends in the future. In order to promote the MICE industry to professional, brand, international transformation, need to develop a "lean" management model to establish international MICE standards. In terms of accurate design and accurate operation, we need a global unified language, which is conducive to realizing the new commercial value of the industry and improving the international competitiveness of the business event industry.

商务会展行业的国际竞争力: 国际MICE标准发展趋势

疫情的出现, 在现有的会展管理形式下出现了新的技术和方法, 在原有的标准基础上增加了新的标准。即使未来疫情结束, 这套新的标准和规范也会一直延续下去。从而推动MICE行业向专业化、品牌化、国际化转变, 需要发展“精益型”管理模式 建立国际MICE标准。在精准设计, 精准运营方面有全球统一的语言, 有利于实现行业的新商业价值, 同时提升商务会展行业的国际竞争力。

MODERATOR 主持人

Alicia Yao Hong, Vice President, China Business Event Industry Committee (CBEIC)
姚红, 中国国际商会商业行业商会商务会展产业委员会 副主席

KEYNOTE SPEAKER 主题演讲嘉宾

Yao Xin (Jack Yao), Secretary General, China Council for the Promotion of International Trade-Commercial Sub Council (CCPIT-CSC)
姚歆, 中国国际贸易促进委员会商业行业委员会 秘书长

PANELLISTS 讨论嘉宾

Lin Yu, Vice President, Shanghai Jin Jiang Travel Co., Ltd
林宇, 上海锦江旅游控股有限公司 副总裁

Songping Liu, Chairman, Guangdong Fairs Organizers Association (GFOA)
刘松萍, 广东会展组展企业协会 会长

Ren Guoyan, Professor of Exhibition Economics and Management, Zhejiang Wanli University
任国岩, 浙江万里学院会展经济与管理专业 教授

MICE Knowledge Session 会奖论坛

Virtual Networking Event 线上互动

Released on 11 April 2023, 1000hrs,
On-Demand till 12 April 2023, 1800hrs (GMT+8)
从4月11日, 1000hrs (GMT+8),
视频点播至4月12日, 1800hrs (GMT+8)

MICE Knowledge Session 1 会奖论坛 1

HOSTED BY GainingEdge 由GainingEdge主办



MICE Market Dynamics in the Post Pandemic World

The session will take a look at how the market will emerge in the coming years outlining the opportunities, trends and challenges the industry will face. How can China's MICE industry prepare itself now for the post-pandemic world? How has the international MICE market changed and what are meeting and event planners expecting of destinations and suppliers? What do the disruptions in the supply change mean to plan future meetings?

后疫情时代会奖行业动态

这场论坛将探讨未来几年市场将如何发展, 概述行业将面临的机遇、趋势和挑战。中国会奖业如何应对疫情后的世界? 国际会奖市场发生了怎样的变化? 会议和活动策划者对目的地和供应商的期望是什么? 供应变化的中断对计划未来的会议意味着什么?

PANELLISTS 讨论嘉宾

Leonie Ashford, Business Events Manager, Tourism New Zealand

Noor Ahmad Hamid, Chief Operating Officer, Malaysia Convention & Exhibition Bureau (MyCEB)
Noor Ahmad Hamid, 马来西亚会展局 首席运营官

MODERATOR 主持人

Mike Williams, Senior Partner and Consultant, GainingEdge
Mike Williams, GainingEdge 国际咨询公司 高级合伙人兼顾问

MICE Knowledge Session 2 会奖论坛 2

HOSTED BY IAPCO 由国际专业会议组织者协会主办



International Conferences in China

Successful conference bidding is complex and require lot of details and research to bid for future events and the need to tailor the bidding process. We will guide you to ensure a successful outcome. Ideal is to use the following rules:

1. Work with a IAPCO PCO and CVB to prepare your bid
2. Align your bid with the goals of the event.
3. Strengthen your bid with support from academic ambassadors.
4. Use the same terminology as the inviting association.
5. Make the design of your bidding document stand out.

在中国举办的国际会议

成功的会议投标是复杂的, 不仅需要大量的细节内容和研究来为未来的活动进行投标, 并且需要定制投标流程。我们将指导您确保取得成功结果。理想的做法是使用以下规则:

1. 与一位IAPCO的PCO和CVB合作准备标书
2. 将您的出价与活动目标保持一致
3. 在学术大使的支持下加强您的投标申办
4. 使用与邀请协会相同的术语
5. 使您的投标文件的设计脱颖而出

PRESENTER 演讲嘉宾

Stephane Talboom, Global Sales Director and Operations, K.I.T. Group GmbH
斯特凡·塔勒布, 科议会议管理(北京)有限公司 全球销售及运营总监

MICE Knowledge Session 3 会奖论坛 3

HOSTED BY ICCA 由国际大会与会议协会主办



The Prospect of Association – Supplier vs Partnership

This essential interactive session explores the challenges and opportunities of creating dynamic working partnerships between Associations and Meetings Suppliers/Solutions Providers driven by real, accurate and current industry insight. Topics like factors that drive future Association Meetings, new insights to secure the next big win and how to generate WIN-WIN solutions for both the Associations and Meetings Suppliers/Solutions Providers will be discussed. This is YOUR industry and YOUR opportunity to have YOUR say. If you are an Association Organiser/Executive or a Meetings Supplier/Solutions Provider, join us to listen, learn and share.

协会的前景-供应商vs伙伴关系

这场重要的互动环节将探讨在协会和会议供应商/解决方案提供商之间建立动态工作伙伴关系的挑战和机遇。这些合作伙伴关系由真实、准确和最新的行业洞察驱动。我们将讨论推动未来协会会议的因素、确保下一次成功的新见解以及如何为协会和会议供应商/解决方案提供商生成双赢的解决方案等主题。这是您的行业, 也是您发表见解的机会。如果您是协会组织者/执行人员或会议供应商/解决方案提供商, 请加入我们, 聆听、学习和分享。

PANELLISTS 讨论嘉宾

Deanna Varga, CEO, Mayvin Global

Dr. Leslie Xiang Li, Deputy General Manager, CNCC
李翔, 国家会议中心 副总经理

Liu Ping, Founder, China Star Group
刘平, 北京欣欣翼翔国际会议 创始人

Rahul Bharadwaj, Co-Founder, Anderes Foundry Events

MODERATOR 主持人

Waikin Wong, Regional Director Asia-Pacific, ICCA
黄慧绢, 国际大会及会议协会 (ICCA) 亚太区 总监

CTW China Knowledge Session 商旅论坛

Virtual Networking Event 线上互动

Released on 11 April 2023, 1000hrs,
On-Demand till 12 April 2023, 1800hrs (GMT+8)
从4月11日, 1000hrs (GMT+8),
视频点播至4月12日, 1800hrs (GMT+8)

CTW China Knowledge Session 1 商旅论坛 1

HOSTED BY IME Consulting 由博悦咨询主办



Safe, Healthy and Convenient International Travel in Post Pandemic World

The necessity and importance of international business travel can be seen from business charter flights to groups of ten thousand people. From the actions of "hundreds of groups, thousands of enterprises and thousands of people" to expand the international market and boost business confidence.

Business travellers' health and safety are critical to business travel's success. Today, the COVID-19 pandemic is still not over and how to ensure the health and safety of business travel is our topic at a time when global conflicts and turbulence have seriously threatened world peace and development.

1. A Great Destination for Safe, Healthy and Convenient Business Travel
2. Safe, Healthy and Convenient Travel is a guarantee for International Association Meetings
3. Risk Management and Insurance Solutions for Business Travel

破疫前行, 建立安全、健康、便捷的跨国旅行

从商务包机到万人组团, 从“百团千企万人”拓展国际市场, 提振企业信心行动, 都可以看出国际商务旅行的必要性和重要性。

商务旅行者的健康和安全是商务旅行成功的关键所在。在新冠大流行仍未结束的今天, 在全球冲突与动荡使世界和平与发展遭到了严重威胁的今天, 如何保障商务旅行健康与安全是我们今天的话题。

1. 安全、健康、方便的商务旅行目的地
2. 安全、健康、便捷的出行是国际协会会议的保障
3. 商务旅行风险管理和保险解决方案

PRESENTERS 演讲嘉宾

Maria Margarita Montemayor Nograles, Chief Operating Officer, Tourism Promotion Board Philippines
Maria Margarita Montemayor Nograles, 菲律宾国家旅游推广署 首席运营官

Mubarak Hamad AL Shamisi, Director, Abu Dhabi Convention & Exhibition Bureau
Mubarak Hamad AL Shamisi, 阿布扎比会议展览局 局长

Sunny Wang, Director, Department of International Liaison Officer for World Congress of Chinese Medicine, World Federation of Chinese Medicine Societies
王晶, 世界中医药学会联合会国际联络部 主任

Ye Xiao Min, General Manager of Marketing Department, Jiangtai Insurance Brokerage Co., Ltd.
叶晓旻, 江泰保险经纪公司市场部 总经理

MODERATOR 主持人

Alicia Yao Hong, Managing Director, IME Consulting Co., Ltd
姚红, 博悦咨询(北京)有限公司 董事总经理

CTW China Knowledge Session 2 商旅论坛 2

HOSTED BY MPC-China 由会议采购中国委员会主办



MPC-China
会议采购中国委员会

Transformation and Imagination of the China Corporate Travel and MICE Market

Different MICE and Corporate Travel operators will talk about the market change, new opportunity, or even strategy layout from their perspective.

新起点下中国商旅会奖的变化与畅想

不同会奖及商旅行业参与者讲站在自己角度, 对商旅会奖市场新变化, 新机会, 新趋势下的观察、思考、与畅想

PANELLISTS 讨论嘉宾

Fan Li Feng, Chief Strategy Officer, E-Commerce Platform of Zhongzhao Lianhe Information Co., LTD.
樊利峰, 中招联合信息股份有限公司电商平台 首席战略官

Jacob Hu, Procurement Manager, A Foreign Capital Company
胡铭, 某外资公司亚太区 采购经理

Mandy Wang, Project Manager, A MLM Company
王萌, 某直销公司 项目经理

Yang Jun, Meeting and Travel Director, A Big Financial Group
杨俊, 某大型金融集团旗下旅行社板块 会旅业务负责人

Zhang Wei, Vice General Manager, China Comfort Tourism Group
张维, 康辉集团国际会议展览有限公司 副总经理

MODERATOR 主持人

Molly Zhu, Vice Editor-in-Chief, MeetingsChina Magazine
朱晓萌, 《会议》杂志 副总编辑

Brand Engagement 品牌推广活动

In- Person 线下 | Knowledge Hub, Anandi Ballroom

知识分享区, 和合厅, LG1

Virtual Networking Event 线上互动

Released on 11 April 2023, 1000hrs, On-Demand till 12 April 2023, 1800hrs (GMT+8)
从4月11日, 1000hrs (GMT+8), 视频点播至4月12日, 1800hrs (GMT+8)

22 March, 0915 – 0945hrs

Tourism New Zealand Business Events 新西兰旅游局

100% PURE

22 March, 1730 – 1800hrs

Europcar 欧乐驾自驾租车公司



Brand Showcase Presentation 品牌推介会

Virtual Networking Event 线上互动

Released on 11 April 2023, 1000hrs, On-Demand till 12 April 2023, 1800hrs (GMT+8)
从4月11日, 1000hrs (GMT+8), 视频点播至4月12日, 1800hrs (GMT+8)

Bluewater Resorts, Philippines



City of Dreams Manila, Philippines



Philippine Airlines, Philippines



Philippine Department of Tourism – Shanghai, Philippines



The Anandi Hotel and SPA, Shanghai



Tourism Australia, Australia



Buyer Procurement Showcase 买家采购专场

Virtual Networking Event 线上互动

Released on 11 April 2023, 1000hrs, On-Demand till 12 April 2023, 1800hrs (GMT+8)
从4月11日, 1000hrs (GMT+8), 视频点播至4月12日, 1800hrs (GMT+8)

Guizhou MICE Star Development Co., Ltd., China
Jiang Zejun, General Manager

Mylink Wholesaler Tour, Indonesia
Deny Eryanto, Operation Manager

Do you know you can access the event via Wechat? Put IT&CMC and CTW CHINA 2023 at Your Fingertips. Enjoy These Features



- In-App Messaging With Fellow Delegates
- Up-to-date Programme
- Scan and Exchange Business Card
- View All Attendees' Profile
- View And Schedule Your Business Appointments
- Join The Community
- View All On Demand Content And more....



Exhibitors Listing

- ABU DHABI CONVENTION & EXHIBITION BUREAU, ABU DHABI
- ALVA HOTEL BY ROYAL, HONG KONG SAR
- AUBERGE DISCOVERY BAY HONG KONG, HONG KONG SAR
- BALI NUSA DUA CONVENTION CENTER & BALI NUSA DUA HOTEL, INDONESIA
- BLUEWATER MARIBAGO BEACH RESORT, PHILIPPINES
- BLUEWATER PANGLAO BEACH RESORT, PHILIPPINES
- BLUEWATER SUMILON ISLAND RESORT, PHILIPPINES
- CATHAY PACIFIC AIRWAYS LIMITED, HONG KONG SAR
- CBEIC, CHINA
- CHINA CYTS M.I.C.E. (JIANGSU) SERVICE CO LTD, CHINA
- CHINA INTERNATIONAL TRAVEL SERVICE (JIANG SU) CO LTD, CHINA
- CITY OF DREAMS MANILA, PHILIPPINES
- CORDIS, HONG KONG, HONG KONG SAR
- COURTYARD BY MARRIOTT HONG KONG SHA TIN, HONG KONG SAR
- CROWN DMC, HONG KONG SAR
- CTG E-Trip, CHINA
- CTG MICE SERVICE COMPANY LIMITED, CHINA
- DELONIX GROUP, CHINA
- DORSETT TSUEN WAN, HONG KONG, HONG KONG SAR
- DRAGON TRAIL INTERNATIONAL, CHINA
- EK HOLIDAY LIMITED, HONG KONG SAR
- EUROPCAR, CHINA
- G HOTEL NANJING, CHINA
- HARBOUR PLAZA HOTELS & RESORTS, HONG KONG SAR
- HARD ROCK INTERNATIONAL, CHINA
- HONG KONG GOLD COAST HOTEL, HONG KONG SAR
- HONG KONG OCEAN PARK MARRIOTT HOTEL, HONG KONG SAR
- HONG KONG TOURISM BOARD, HONG KONG SAR
- HONGKONG DISNEYLAND, HONG KONG SAR
- HUICHEN CULTURAL TOURISM, CHINA
- IME, CHINA
- INTERCONTINENTAL GRAND STANFORD HONG KONG, HONG KONG SAR
- JIANGSU COMMORT M.I.C.E SERVICE CO LTD, CHINA
- JIANGSU JIAGI EXHIBITION SERVICE CO.,LTD, CHINA
- JIANYE DISTRICT CULTURE AND TOURISM BUREAU, NANJING, CHINA
- JINLING HOTEL, CHINA
- KEMPINSKI HOTEL NANJING, CHINA
- KREATIVE GSA LIMITED, HONG KONG SAR
- MOONCAKE EDUCATIONAL TRAVEL AND TOURS, PHILIPPINES
- MPC-CHINA, CHINA
- NANJING DONGJIAO STATE GUESTHOUSE, CHINA
- NANJING INTERNATIONAL YOUNTH CULTURE CENTRE, CHINA
- NANJING MUNICIPAL BUREAU OF CULTURE AND TOURISM, CHINA
- NANJING SMARTER MICE DIGITAL CO LTD, CHINA
- NANJING YOUTH OLYMPIC CITY CONSTRUCTION, CHINA
- NGONG PING 360 LIMITED, HONG KONG SAR
- NIANHUAWAN CULTURE INVESTMENT DEVELOPMENT CO LTD, CHINA
- NINA HOTEL TSUEN WAN WEST, HONG KONG SAR
- NOAH'S ARK HONG KONG, HONG KONG SAR
- OCEAN PARK HONG KONG, HONG KONG SAR
- PHILIPPINE AIRLINES (SHANGHAI OFFICE), PHILIPPINES
- PHILIPPINE DEPARTMENT OF TOURISM SHANGHAI OFFICE, PHILIPPINES
- PLAZA PREMIUM GROUP, HONG KONG SAR
- QUEEN SIRIKIT NATIONAL CONVENTION CENTER (QSNCC), THAILAND
- REGAL HOTELS INTERNATIONAL, HONG KONG SAR
- RENAISSANCE HARBOUR VIEW HOTEL HONG KONG, HONG KONG SAR
- ROYAL PARK HOTEL, HONG KONG SAR
- SEDA VERTIS NORTH, PHILIPPINES
- SHANGHAI AIRPORT INTERNATIONAL TRAVEL SERVICE CO LTD, CHINA
- SHANGHAI ZHANGJIANG SCIENCE HALL OPERATION MANAGEMENT CO LTD, CHINA
- SHANGQINHUI INTERNATIONAL CULTURE EXCHANGE CENTER (ICEC), CHINA
- SHERATON HONG KONG TUNG CHUNG HOTEL AND FOUR POINTS BY SHERATON HONG KONG TUNG CHUNG, HONG KONG SAR
- SKY100 HONG KONG OBSERVATION DECK, HONG KONG SAR
- SOLE EXPLORER TRAVEL AND TOURS, PHILIPPINES
- SUNING ZHONGSHAN GOLF RESORT, CHINA
- SUNRISE TOURS ENTERPRISES LTD, HONG KONG SAR
- TEAM BUILDING ASIA, HONG KONG SAR
- THAILAND CONVENTION & EXHIBITION BUREAU, THAILAND
- THE ANANDI HOTEL AND SPA SHANGHAI, CHINA
- THE CHARTERHOUSE CAUSEWAY BAY, HONG KONG SAR
- THE LANGHAM, HONG KONG, HONG KONG SAR
- THE ROYAL GARDEN, HONG KONG SAR
- TIANQUE COMPANY NANJING NIUSHOUSHAN, CHINA
- TOURISM AUSTRALIA, AUSTRALIA
- TOURISM NEW ZEALAND BUSINESS EVENTS, NEW ZEALAND
- TOURISM PROMOTIONS BOARD (TPB) PHILIPPINES, PHILIPPINES
- TTG ASIA MEDIA, SINGAPORE
- WELL C TRAVEL LIMITED (KKDAY), HONG KONG SAR
- YANGZI RIVER INTERNATIONAL CONFERENCE CENTER, CHINA

IT&CM CHINA 2023 21-23 March 2023 (In-Person Event)
CTW CHINA 2023 11-12 April 2023 (Virtual Networking Event)

IT&CM China and CTW China 2023
Buyer-Only Entitlements and Rewards
买家专属权益及奖励

In-Person Event 线下展会				
	Hosted Buyers 特邀买家	Non-Hosted Buyers 专业买家	Remote Buyers 远程买家	
Eligibility 资格	China-Based (Outside of Shanghai) 位于中国境内 (上海地区之外)	China-Based (From Shanghai) 位于中国境内 (上海地区) China-Based (Outside of Shanghai) 位于中国境内 (上海地区之外)	China-Based 位于中国境内 & International-Based (Outside of China) 来自世界各地 (中国境外)	
Complimentary Registration 免费注册	★	★	★	
Confirmation fee of RMB 1,500 payable of which RMB 750 is refundable upon completion of buyer fulfillment (including 18 SM with average exhibitor rating of at least 3 of 5 stars) 支付确认费RMB 1,500 其中RMB 750将于买家完成参会责任后退还 (包括完成18场展商预定商务洽谈, 每场展商评分在3/5分以上)	★	★	★	
Sponsored flight / train ticket 免费机票 / 火车票	★			
Sponsored 2-night accommodation 免费2晚酒店住宿	★			
Hosted luncheons and all other in-person event activities accessible for buyers 特邀午餐 以及所有线下展会中开放给买家的活动	★	★		
Participation Rewards Earn points by participating at on-site sessions and activities. Buyers with the highest points will win prizes 参会奖励 参与现场活动获取积分, 积分最高的买家们将获得专属奖励。	★	★		
Up to RMB 820 in Cash Rewards* Earn RMB 30 for every SM completed, up to a maximum of 24 SM. BONUS ACHIEVEMENT TIERS: Minimum 10SM = RMB 50 Bonus OR Minimum 20SM = RMB 100 Bonus 获取高达820元现金奖励* 每完成一场展商商务洽谈(SM)可获得人民币30元, 最多24场。 额外成就奖励: 多于10SM = + 人民币50元奖励 多于20SM = + 人民币100元奖励		★	★	
All other in-person event entitlements for buyers Refer to full list of entitlements 所有其他线下展会中的买家权益 请参考买家权益列表	★	★	★	

*All cash rewards can be received as Cash Voucher after the event.
Cash rewards for international remote buyers will be converted from RMB to USD at the organiser's prevailing exchange rate
*所有现金奖励都可于展会结束后换取电子礼金券。
国际买家的现金奖励将以主办方现行汇率计算, 将人民币兑换为美元。

Virtual Networking Event
线上互动

Participation Rewards Earn points by participating in our virtual sessions and activities. Buyers with the highest points will win prizes 参会奖励 参与线上活动获取积分, 积分最高的买家们将获得专属奖励。	Win sponsored prizes at our hosted live sessions! 参与独家直播环节, 获取赞助商礼品!	All other virtual networking event entitlements for buyers Refer to full list of entitlements 所有其他线上互动中的买家权益 请参考买家权益列表
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重新思考活动设计、保护措施 协助参会者回归线下活动

随着疫情走缓，现场活动逐渐复苏，活动召集人一方面要协助社交能力弱或内向者从较具安全感的线上空间走向容易感受压力的线下活动，一方面又须面对参会者难免对卫生措施和现场活动限制感到倦怠。所以，召集人应从内容设计、社交体验、线上工具、现场措施等方面做出更周到的考虑。

[钟韵 — 采访报道]



有专家提醒，今冬疫情如何发展尚未可知，但只要采取恰当措施，企业室内现场活动仍能顺利举行、达到业务目标，并带来良好回报。

AllClear Healthcare首席执行官Bill Stone说到，经历了两年多的疫情生活之后，很多人已开始对企业现场活动所需实施的卫生措施和环境限制感到倦怠，并急于回到过往无需考虑戴口罩和社交距离等问题，且可以自由举办动辄上千人活动的时代。国际上也有很多人认为，由于全球因新冠病毒导致的住院人数和死亡人数已较过去减少很多，因此疫情已经基本结束了。然而，有部分专家认为，现在将现场活动的所有卫生考量都彻底卸下还为时过早，因为当前新冠病毒变种仍在影响人民的健康。

因此，活动组织者必须落实好完善的卫生保护措施，在确保参会者健康安全的前提下，让大家安心回归到正常的企业现场活动组织工作之中。

外向者在会议活动场合与人打交道、换名片可以说轻而易举，但较为内向的人却往往需为此耗尽精力。BCD The Collective品牌体验战略沟通总监Sandra Collins说道，会议活动在疫情期间转向线上，正好让内向者有了在较有安全感的空间里参加活动的机会。因此随着面对面活动复苏，会议组织者也需在活动设计上想得更为周到，让内向者更容易融入现场活动、减少活动引发的疲惫和焦虑感，从而让更多人可从好的活动内容中受益。

避免强迫参加团体活动

她指出，人多的环境常易导致内向者难以正常思考，因此，首先，应避免强迫内向者参加活跃气氛的团体活动，或要求较为内向的参会者在众人前做自我介绍；组织小组互动并提供话题建议（让参会者不必绞尽脑汁地想话题），可以更好地使参会者间变得热络。

引导有共同兴趣者参加小组讨论

其次，可以通过参会者特征分析来打造分组讨论会议，并提前告知各组会议的主题，再由会议主持者引导有共同兴趣的人参加小组讨论。如此，内向者便不会因活动人多、环节和内容的不明确性、不知自己是否会有发

言的必要而感到过于紧张，也能对于自己的被动或主动程度有更好的掌控，从而安心参会。

善用会议平台工具让参会者选择

再次，应善用会议平台工具来协助内向者以自己习惯的方式参与活动。比如，可以让参会者在问答环节匿名提问或发表赞同和反对意见、在会议过程中使用表情包来表达想法、线上参加票选和调查等。也可以让参会者在注册环节通过线上平台，自行选择想参加的分组讨论和培训、于活动现场预约一对一会议，或在活动前通过线上群组先和其他参会者交流想法、相互熟悉。

她表示，通过数据搜集与分析，会议组织者可以更好地根据每位参会者的特征，来设计符合其需求的会议内容、社交机会和分组活动，从而提高每位参会者的整体个性化体验，体验越个人化，内向者就越能安心参与活动，不会为了现场活动感到过于焦虑。

随着现场活动再次复苏，活动组织者应以更为周到的设计方式满足各类参会者的潜在需求，从而提高活动的整体表现。

采取恰当措施保持业务持续推进

不过，在经历疫情持续反复的大环

境中，活动组织者和参会者难免都对卫生措施和现场活动限制感到倦怠。



随着现场活动再次复苏，活动召集人应以更为周到的设计方式满足各类参会者的潜在需求，从而提高活动的整体表现。

How To

如何兼顾活动安全与投资回报？

Bill Stone指出，从防范感染的角度来看，室内的企业现场活动可以说是格外复杂的一种环境，因为此类活动目标一般都包含提高效率、激发创新性、提振士气、培养团队向心力和巩固客户关系等，而这些目标恰都很难在戴口罩又保持较远社交距离的环境中实现。

那么应采取那些办法才能既提高企业室内现场活动的安全性，同时又为活动带来好的投资回报呢？

1. 首先，应留意活动举办当地以及参会者来源地及其前往现场行程中之周边地区疫情发展数据。他指出，疫情发展到这个节点，很多人都不再愿意关注疫情的新闻，但保持一定的认知仍是维护大家健康安全的关键。比如，假若近

期感染人数上升或有新的病毒变种出现，那么活动召集人就应该把预防措施进行强化；假如活动举办地出台了新的限制，活动人数可能也必须相应减少。

2. 其次，应落实戴口罩规定及做好社交距离的安排。假如原定计划是提供自助午餐，则应改为安排其他用餐形式。

3. 再次，后续疫情会如何发展尚没有人能有定论。要让企业活动顺利举行，召集人还应持续、即时了解疫情发展情况。根据最新发展对活动设计进行相应调整，并与参会者保持常态沟通，从而维护参会者安全，并在疫情依旧不稳的环境中，保持现场活动业务的持续推进。

机场休息室需求升高 良好体验可带来巨大收益潜力

调查显示，消费者对机场休息室的需求正不断增长，对于机场休息室零售体验的要求也越来越高，且有越来越多旅客愿意为好的机场休息室体验支付额外费用。休息室为机场带来更多收益的潜力，已开始展现。

[钟韵 — 采访报道]

(提供：阿联酋航空)



全球机场休息室和旅游体验公司Airport Dimensions近期对8,500多名全球旅客进行的一项综合研究发现，机场休息室的功能正从以商务为主，逐渐转向休闲。在该报告所调查的常旅客中，有超过一半（57%）的人表示其于航空旅程中有使用到机场休息室。虽有超过一半（56%）的受访者表示，其使用休息室的目的是利用休息室里的商务设施，但还有超过四分之三（78%）的人表示，其目的是享用休息室的餐饮，还有68%的人为的是利用休息室的休闲设施。

当中，有四分之一（25%）的旅客是因客舱等级的原因而使用休息室，近五分之一（19%）的旅客是因其加入某种忠诚计划或因其具备某航空公司的高级会员身份；此外，还有18%的旅客直接付费使用。

该报告也反映出客人使用机场休息室时对数字服务需求加大的普遍趋势。其中，旅客对于机场休息室数字服务的主要关注点依序是获取航班信息（

83%）、在线订购餐饮（80%）和在线预订休息室设施（72%）。在此之上，有近三分之二（65%）的受访者强调可在休息室在线访问机场零售商的重要性，仅12%的受访者认为这对他们来说并不重要。

可见，已有越来越多旅客愿意为更优质的机场体验支付更多费用，而该调查的受访者还表示，其乐于在更高级的餐饮上额外花钱，更有超过一半（56%）的受访者愿意在机场休息室另外花钱享受美容、个人护理和水疗服务，以使机场体验更加美好。

Airport Dimensions全球战略总监Stephen Hay表示，机场休息室过去常被视为零售消费的黑洞，但如今，其成为重要收益来源的潜力已越来越明显。

航司休息室未完全恢复运营

不过，受到疫情与人力影响，多数航空公司的机场休息室尚未完全恢复运营，即使重启运营，内部的服务内

容也未能恢复过往水平，近日出行的商务客难掩失落。

但好消息陆续传来。阿联酋航空位于迪拜国际机场T3-C候机大厅的专属贵宾休息室已重新对外开放，这也是疫情后阿联酋航空在迪拜机场重启的第七个专属休息室。至此，阿联酋航空在全球范围内有超过30个专属贵宾休息室已恢复使用，为乘客提供更加舒适的旅行体验。

新近重启的阿联酋航空专属休息室位于T3-C候机大厅，毗邻C09号登机口，面积达1,308平方米并设有265个专属座位，头等舱和商务舱乘客以及Skywards银卡、金卡和白金卡会员可免费使用这一迪拜专属休息室。豪华经济舱和经济舱乘客支付150美元（不含税）可付费使用，而作为阿联酋航空 Skywards会员只需支付125美元。

阿联酋航空专属休息室装潢高级优雅，配备意大利大理石地板、真皮沙发、水榭景观和醒目的劳力士钟表。

PKX Airport

北京大兴机场 重启客运航线

2023年1月17日大兴机场正式恢复国际及地区客运航线，大兴机场暂停了近三年的国际客运航班终于按下「重启键」。

1月17日起，南方航空、东方航空、首都航空、喜马拉雅航空等陆续恢复大兴机场国际及地区客运航线，复航航线包括南方航空北京大兴-香港航线，计划每周3班；喜马拉雅航空北京大兴-加德满都航线计划每周1班。1月18日，首都航空计划开通北京大兴-马尔代夫航线。

除此之外，东航计划1月恢复北京大兴-曼谷航线。大兴机场同时恢复国际通程中转服务，恢复执行24小时/京津冀144小时过境免签政策，便利旅客高效通关。

香港航空在北京实现「两场运营」

香港航空于3月16日庆祝启航第二个北京航点，提供每周四班往返香港及北京大兴国际机场的直航服务，成为香港首家开通此航线、并在北京两个国际机场同时营运的香港本地航空。

香港航空于3月26日起，增加来往大兴机场航班至每日一班；而往来首都机场航班亦会逐步由现时每日一班加至每日二至三班，提供更有效的一票到底、无缝衔接、行李直挂到香港航空其他的区域航班上，为顾客提供高度灵活出行选择。

南航3/26北京大兴直飞阿姆斯特丹

2023年3月26日始，南方航空新增北京大兴直飞阿姆斯特丹往返国际航班，航班号CZ345/346，由空客A330机型执飞往返阿姆斯特丹史基浦机场与北京大兴国际机场。

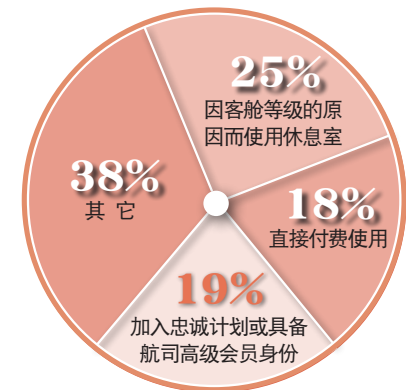
该航线每周五班，周三、四、五、六、日均有执飞。为确保出行顺畅，请旅客在出行前务必仔细查阅航班始发地、经停地、中转地以及目的地国家的出入境相关规定，并按要求提前准备好相关文件。根据荷兰政府的有关要求，自当地时间2023年2月24日0时起，取消中国旅客入境荷兰的防疫限制，但仍建议旅客旅行途中佩戴口罩。

卡塔尔开通飞北京大兴每日航班

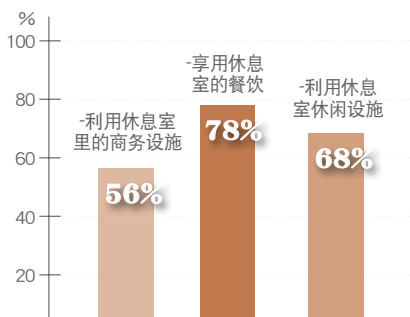
卡塔尔航空宣布将于2023年夏航季恢复多哈往返北京的客运服务，自3月26日起开通飞往北京大兴国际机场（PKX）的每日航班。卡塔尔航空飞往北京大兴机场的航班将由波音777-300ER机型执飞，该机型可提供24个Qsuite商务舱座位及388个经济舱座位。

北京大兴航线的开通标志着卡塔尔航空重新布局华北地区的业务。

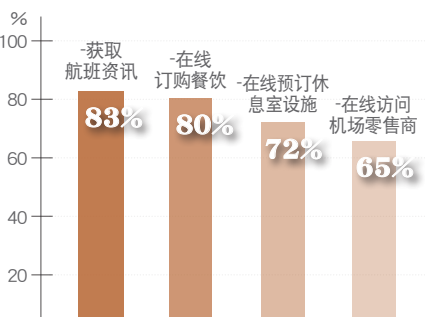
● 使用休息室的原因



● 常旅客使用休息室的目



● 对机场休息室的数字服务需求



商务活动市场升温 中国MICE游客将率先回流澳大利亚

澳大利亚旅游局局长暨行政总裁韩斐励 (Phillipa Harrison) 日前到访广州、北京、上海亲自向中国游客发出热切邀请，表达澳大利亚旅游业对中国游客的思念。除了第一时间访华，她也向澳大利亚旅游业者分享了复苏现况，并预期相较休闲旅客，中国MICE游客将率先回流。

[张广文 — 采访报道]



记者从澳大利亚旅游局商务会奖部 (Business Events Australia, BEA) 得知，今年澳大利亚至少将迎来三个中国奖励旅游团体，团体规模平均200~500人。2024年布里斯班还将接待1,000人的如新企业集团奖励旅游，为当地带来425万澳元(约1,983万人民币)的经济收入。

中国奖励旅游团体积极回归

BEA执行总经理Robin Mack表示，中国市场出现反弹，商务活动正在积极回归，预计接下来将有更多中国奖励旅游团体选择到访澳大利亚。

不过，今年的团队规模尚不若过往。相较于疫情前的5,000人乃至上万人，今年团队规模约200~500人。根据BEA《2022年商务活动消费者需求报告》显示，80%中国受访者计划在未来12个月内增加海外奖励旅游计划的相关预算。因此，中国奖励旅游团体的陆续回归，将有助澳大利亚旅游经济的增长。

随着BEA投标基金计划延长至2028年，澳大利亚有望抓住更多正在筹备中的上千人、乃至更大型中国奖励旅游团体。

特别的是，中国团体开始热衷于探索过去从未前往的澳大利亚目的地，因此，BEA现致力于将旅业伙伴和游客推向新的地方。即使奖励旅游团体想要回到以前去过的城市，如墨尔本、布里斯班等，BEA仍然能够推荐众多新景点，如布里斯班的全新娱乐区皇后码头等。

中国航空运力年底恢复80%

疫情前，中国是澳大利亚第二大商务活动消费市场，尽管其入境人数次于新西兰和美国，位居第三。展望未来，Robin Mack认为，市场复苏的速度将取决于航空公司运能。虽然澳大利亚整体国际航空运力目前已经恢复至疫情前的74%，并将于6月达到85%，不过在中国市场，航空公司的座位数与2019年相比，现在仅恢复至疫情前32%，预计要到今年年底才能恢复至80%。

据悉，澳大利亚旅游业今年喜迎「开门红」，到访的国际游客数量持续增加，并已恢复至疫情前六成水平。当中以探访亲友族群(VFR)、学生和商务人士居多。悉尼近期上演的众多活动则吸引了背包客等休闲客群的回流。

单看今年2月，印度前往澳大利亚的航空载客量成长最快，达疫情前水平271%；其次为韩国(111%)、印度尼西亚(102%)、加拿大(85%)和新加坡(84%)。就航空公司而言，卡塔尔航空恢复速度最快，已达疫情前水平128%。其次为新加坡航空(84%)、澳洲航空(78%)、国泰航空(59%)和阿联酋航空(50%)。

全球宣传计划推向中国

为了让澳大利亚的目的地品牌在中国持续维持热度，BEA于今年2月已将其全球宣传计划“*There's Nothing Like Australia*”扩展至中国，积极展示当地的个性、风景、热情好客的人民，以

及多元的商业活动设施。同时，加强本身和中国旅游业者的联系和互动。

可喜的是，除了中国奖励旅游团体正在回流，澳大利亚也将成为众多会展主办单位和策划者的首选目的地。当中，墨尔本将于今年五月举行扶轮社国际大会，迎接来自120个国家共14,000名扶轮社社员，而7月的世界遗传学大会也将吸引3,000名代表参加。悉尼还将迎来Hyundai汽车印度公司600人团。

墨尔本会议局(Melbourne Convention Bureau)首席执行官Julia Swanson补充说，目前正在与多个奖励旅游团体洽谈中，这些团体的规模有5,000人、有7,000人，也有12,000人，而且行程规划已安排到2024年年底。同时，也有国际协会计划于2028年到访举办活动。预计接下来的半年，企业会议还将出现大幅度的成长。

此外，澳大利亚旅游局将与悉尼会议奖励旅游局(Business Events Sydney)合作，在4月举办一场「亚洲大型考察活动」，邀请中国和东南亚买家到访悉尼等城市，亲身体验当地的新面貌，并将澳大利亚作为顶尖MICE目的地的国际形象深植于心。而阿德莱德也将于今年上演2023年「梦幻时光」(Dreamtime)展会。另有布里斯班2032年夏季奥运会、维多利亚州2026年英联邦运动会等。

可以说，从珀斯到凯恩斯、从黄金海岸到南澳大利亚，越来越多的商务活动将于澳大利亚上演，

Macao

澳门拥全球最多福布斯五星酒店

世界知名國際權威評分機構《福布斯旅遊指南》于日前揭曉2023年最新星級獎項名單，其中，澳門有22家酒店業場所獲得福布斯五星酒店稱號，成為全球最多福布斯五星酒店的旅遊目的地，同時亦新增多家餐廳及水療摘星。此喜訊再次讓澳門成為全球旅遊界焦點，進一步提升澳門的國際知名度，有利拓展各地客源及國際商務市場。

澳門旅遊局局長文綺華表示，此榮譽有助吸引世界各地的旅客來澳體驗星級的設施和服務，對推進澳門旅遊業的多元化及可持續發展，以及澳門構建「世界旅遊休閒中心」起着積極的鼓舞作用。期望業界繼續努力，保證軟硬體的質量和實力，為訪澳旅客締造美好難忘的旅遊體驗。

澳門酒店協會理事長夏文迪 (Luís Heredia) 認為，澳門能夠獲此重要成就，有賴各企業全然投入、致力打造品質優良穩定的服務，亦代表企業在投資發展豪華設施服務方面獲得回報。

《福布斯旅遊指南》是全球著名的國際評分機構，邀請專業檢查員以匿名的方式，根據數百項嚴格標準，對世界各地的豪華酒店、遠洋游輪、餐廳和水療中心進行評估。其評估結果對一向重視品質的國際商旅客，有一定影響力。