A vote of confidence in
Hong Kong’s MICE industry

The rising global demand of the vibrant MICE industry has outgrown existing facilities in Hong Kong, so there is an urgent need for additional capacity if we are not to miss out on opportunities to host some of the large-scale conventions and exhibitions that are either internationally important, or newly launched.

There is clear evidence, for example, that we are capitalizing on China’s Belt and Road Initiative and the launch of the Greater Bay Area development plan. There is every reason to expect more events connected with these regional and international themes, especially taking into account the trend for more regional cooperation. The recent commencement of the high-speed railway connection with the Mainland and the impending opening of the Hong Kong-Zhuhai-Macau Bridge couldn’t have happened at a more opportune time.

Our major MICE facilities in Hong Kong are operating at near full capacity since recurrent events have already taken up much of the slots, while organizers worldwide have increasingly recognized the multiple benefits of holding an event in an international hub like Hong Kong where everything works like clockwork, and where effective business matching takes place.

The government’s decision to build a new convention and exhibition venue of international standard in Wan Chai is a vote of confidence in the local MICE industry, and will stand Hong Kong in good stead to remain competitive and capture its fair share of a dynamic industry.

The Editor

Andy

Features Editor
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“MICE” is published by
Display Advertising Department,
3/F, Sing Tao News Corporation Building,
J Chun Cheong Street, Tsing Kwan O Industrial Estate,
Tsing Kwan O, New Territories, Hong Kong

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Marking 30 years of distinguished service to the community

As the staging venue for spectacular events and landmark occasions for the last three decades, the Hong Kong Convention and Exhibition Centre (HKCEC) has been witness to Hong Kong’s dynamic developments in an unprecedented era of advancement and change, and a key player in the flourishing MICE industry, locally as well as regionally, while bringing Hong Kong under the international spotlight.

HKCEC has been a key player in the Hong Kong MICE industry, providing high-quality facilities and services to events of all kinds. The centre has hosted a wide range of events, from international conferences and trade fairs to cultural festivals and sports competitions, making it a hub for business and cultural activities.

A dedicated team

Ensuring that participants have a fruitful and enjoyable experience, that events proceed without a hitch, and that organizers achieve their objectives, is a dedicated team under the professional management of Hong Kong Convention and Exhibition Centre (Management) Limited (HM) who have risen to the occasion time and time again.

Changing with the times

Over the years, HM has observed a gradual evolution of the nature of business from essentially manufacturing-based to an increasing emphasis on lifestyle and hi-tech, e.g. Fittech. Participation from Chinese businesses, she notes, have featured very strongly on their events calendar, especially with reference to the B2B and Road Initiative, and lately to the Greater Bay Area.

The format of events has undergone changes into a combination encompassing summits, forums, conferences, exhibitions, workshops and dinners, while participation has also widened globally to include such countries as Kazakhstan, Georgia and more.

Monica points out that event themes have also shifted over time, with the exchange of ideas becoming more prevalent than product marketing. This change has, in turn, posed challenges for the MICE management in terms of facility operation and service delivery.

“The recent RISE Conference, for instance, was an exhilarating experience for us as we were able to tap into our expertise and resourcefulness,” she continues. “For instance, instead of the usual theatre or classroom setting, a market-like environment for our high-energy participants was created, with high chairs for presentations, and bean bags to facilitate creative exchanges and networking, and we also installed concession stands and pop-up cafes.”
Breakthrough. Advance Together

In celebration of the HKCEC’s 30th anniversary, Monica says HKCEC decided to reflect the company’s vision in the slogan ‘Breakthrough. Advance Together’. “It’s our commitment to move forward with new initiatives for continued improvement, instead of resting on our laurels,” she says.

Smart convention & exhibition centre

To stay abreast of the competition and meet customers’ needs, HKCEC continues to invest in making the HKCEC a smart centre with an advanced building management system that integrates a host of monitoring and control functions, including security, air quality, air conditioning, lighting, lift operations, and more. It has also invested $30 million to re-build the entire WiFi system in HKCEC, enabling 20,000 users to concurrently enjoy high-speed transmissions on a complimentary basis. The first stage of the project has already been completed in January 2018, and most of the venues in Phase 1 of the HKCEC are currently running on high-speed WiFi. HKCEC will also install the latest IOT (Internet of Things) technology to ensure venue users and visitors enjoy a comfortable environment in the HKCEC at all times, while adjustments can be made automatically according to the data collected and analysed by the Smart Building Management System which controls and centralizes systems for energy, lighting, air quality, people counting, and fire systems, etc. Over 600 sensors will be installed inside each exhibition halls to collect data about venue comfort for instant analysis.

A good corporate citizen

With over 940 permanent employees and some 500 regular part-time staff daily, HKCEC is keen to set a good example in the community. “It’s our collective goal to be a good corporate citizen that looks after our planet,” says Monica.

HKCEC started transporting food waste to the Government’s newly-built Organic Resources Recovery Centre in Siu Lo Wan on Lantau Island in June 2018. Prior to that, it kick-started pilot testing in 2015 in small medium-scale banquets to collect food waste. As an educational exercise to enhance staff members’ awareness, food waste reduction started at the staff canteen in September 2016. In community education, it successfully organized a “Waste Less, Save Food” poster design competition among schools in the Wan Chai district.

HKCEC has also launched the “Think before Plastic” initiative since 1 July 2018 with the aim of eliminating disposable plastic items. Plastic disposable cutlery is now replaced by non-plastic alternatives at all HKCEC restaurant outlets and concession stands. No plastic straws are provided, while paper straws are available upon request. This is expected to cut usage by over 1,300,000 pieces of disposable cutlery and more than 330,000 straws a year.

In engaging the community, HKCEC has been working closely with supporting five CSR partners, namely Food Angel, St. James’ Settlement, the Arts with the Disabled Association Hong Kong and Little Life Warrier Society. In addition to the annual Chinese new year charity lunch for the elderly and underprivileged families with Food Angel, HKCEC also organizes activities that are supported by staff members who enthusiastically volunteer their services.

Optimistic outlook

Monica sees a rosier picture for the MICE industry as she cites the latest annual survey of the Hong Kong Exhibition & Convention Industry Association. The result for calendar year 2017 shows an encouraging year-on-year growth at 5.2% in the number of exhibiting companies, and 11.8% in exhibition visitor numbers, and reaffirms Hong Kong’s leading position as the Trade Fair Capital of Asia.

“In this age of digitalization, a lot of contracts and business go through cyber space,” Monica observes. “But we note there is a sustained interest in MICE activities as reflected in our robust business and the emergence of new businesses from our expanding client base.”

At the end of the day, we humans are social animals, and there is an insatiable desire for face-to-face interaction,” she continues. “At HKCEC, we are committed to continued investment in our human resources and our cutting-edge facilities to meet public demands.”

Hong Kong derives enormous benefits from the MICE industry, and at the HKCEC, we stand ready, willing and able to take on the challenges for the next thirty years and more,” she concludes.

专业团队，鞠躬尽瘁

梅小姐对香港业者近30年的行业经验，以及他所率领的团队，确保公司在各方面的专业度。他善于将团队成员凝聚为一体，以实现公司的使命。

梅小姐认为香港业者应该积极参与并支持业者与其他领域的交流，以提升整个业者的竞争力。他强调业者应该积极参与国际性会议，并与其他业者建立良好的关系。

与时共进，无惧挑战

梅小姐表示，香港业者在面对新的市场挑战时，应该勇于接受并积极应对。他强调业者应该不断创新，以适应市场的变化。

梅小姐认为，业者应该积极参与行业研究，以了解市场的最新动态。他强调业者应该积极参与行业研究，以了解市场的最新动态。

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What’s trending in the MICE industry?

###会展奖励旅游业有什么新动向？

1. **Virtual assistants and event apps are on the rise, amongst others.**
   - "Some of the scenarios where voices are only expected to be equipped with high-speed internet connection and an overhead projector. Technologies, such as virtual assistants and artificial intelligence, positively impact guest experiences. The provision of virtual and augmented reality, web casting, live streaming and video conferencing is becoming increasingly important for venues to stay at the top of the game.
   - Availability of mobile applications is also seen as a key feature, enabling event registrations and offering a mode of communication, both before and after the events.
   - "It is essential to ensure that our guests’ journey is easy and efficient," shares Ganshee Suppan, WorldHotels Regional Vice President of Sales, Asia Pacific. "Technology helps to personalize experiences; it does not replace human interaction, but enhances it."
   - Ganshee also sees an increase in virtual event attendance. Venues need to provide opportunities, for online attendance and intervention, to allow participation from within and beyond the event space. 360-degree images and virtual reality on YouTube, Facebook and Periscope are becoming increasingly important for event promotion.

###Engaging with a younger audience: interactivity and relevance

- **There is a growing need for organizers to create more interaction and involvement from the audience. Younger generations may not fancy traditional speakers; people prefer engagement to instruction. Interactive elements, greater collaboration among people and increased exchange sessions are now more critical.
- Anke also notices that the younger generations are more conscious of their wellbeing and health. People are opting for fresh and healthy food, instead of sweet pastries, with a strong emphasis on "clean food". Catering is no longer a venue facility but is being regarded as a platform to impress guests. Organizers are expecting creative food shows with novel concepts, especially when they are content-worthy for social media feeds.

###虚拟助手及App趋势将大行其道

- 以往的会议及奖励旅游活动往往依赖于传统的会议及展览方式，而今则更注重以科技为辅的手段，创造出更有趣的互动体验。例如虚拟助手、人工智能等。事实上，会议及奖励旅游行业的组织者们，正努力缩短与会者的距离，提供更丰富的体验。
- 在会议与奖励旅游的组织者们看来，加强与会者的体验，提供更丰富的体验，是未来的发展趋势。

###鼓励年轻一代的参与互动

- 主办者希望以消费者友好的方式，来吸引年轻一代的参与者。
- "我们看到，年轻一代的参与者，更注重自由和独立。他们希望在活动中，能够有更多的互动和参与。
- "因此，我们希望提供更多的互动和参与的机会，让年轻一代的参与者，能够在活动中，有更多的参与感和体验感。

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**WorldHotels联席董事总经理Anke Lenger说道：**会议及奖励旅游活动的组织者，正努力缩短与会者的距离，提供更丰富的体验。在讨论会议及奖励旅游的组织者们，正鼓励年轻一代的参与者。

- "我们希望提供更多的互动和参与的机会，让年轻一代的参与者，能够在活动中，有更多的参与感和体验感。

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AsiaWorld-Expo taps the enormous MICE potentials of the Greater Bay Area market

Located adjacent to the entry point of the Hong Kong-Zhuhai-Macau Bridge (HZMB), AsiaWorld-Expo is well aware of the potential benefits this new communication link will bring, and is all set to capitalize on its unique position as the natural gateway to the entire Greater Bay Area.

As an integral part of its strategic development plan, AsiaWorld-Expo (AWE) has spearheaded the concept of regional promotion. Based on the multi-venue business models of ‘One Fair, Two Cross-Border Venues’ and ‘One Journey, Multiple Destinations’, AWE has, in preparation for the opening of the Bridge, signed a Memorandum of Understanding with three leading MICE partners from Hong Kong and Zhuhai, to form a new ‘Hong Kong-Zhuhai-Macau, Bridgedness EXPO, Tourism Belt’ alliance.

Comprising AsiaWorld-Expo, Zhuhai International Convention & Exhibition Center (ZICEC), Hong Kong EME Hotel and Zhuhai Chimelong Hong Kong Bay Hotel, the landmark alliance demonstrates the readiness of all partners to embrace the many new opportunities brought about by the continued development of the Greater Bay Area which gives MICE organizers access to a vast and affluent urban area within a one-hour radius.

Commenting on the new collaboration, Alvin Ho, AWE’s CEO, says the timely alliance will also jointly explore mutually-beneficial marketing strategies, and enhance their synergistic connections to attract international organizations by marketing the regional concept worldwide. ‘By strengthening the role of Hong Kong and Zhuhai as a regional hub for MICE events, we hope to be able to attract even more high-end business travellers from around the globe,’ he adds.

With the opening of the HZMB, travel between Hong Kong and Zhuhai will be shortened to a mere half-hour. Looking ahead, the number of Mainland delegates and tourists coming for events at AWE is expected to increase significantly, creating many more business contacts and opportunities. AWE and ZICEC have been collaborating since 2015 when they signed a formal partnership agreement offering the strategic cooperation between the two venues in promoting the ‘One Fair, Two Cross-Border Venues’ exhibition model. This model is expected to become an ever more important trend after the bridge is opened.

As a key area of strategic economic development in China’s 13th National 5-year Plan, the Greater Bay Area in southern China is now one of the world’s highest-profile regions for investors and ambitious professionals. It is set to become a world-class innovation and technology hub that will lead China towards a new growth model.

In anticipation of the significant economic benefits offered by the development of the Area and its fast-growing demand for human resources, AWE recently welcomed an inaugural career exhibition to attract talents and promote the region’s many job opportunities. Officiated by Ms Carrie Lam, Chief Executive of HKSAR, the two-day event attracted over 200 of the world’s leading enterprises from Hong Kong, Mainland China and abroad, including Alibaba, Tencent, CSR, and Procter & Gamble, to name just a few.

With its strong employer portfolio and action-packed programmes, the Innovative Hong Kong – Global Talent Carnival and Exhibition attracted over 5,000 attendees and created an exciting, region-wide talent hub. One special highlight of the fair was an invitation to 20 pre-selected candidates to take a Tesla ride to AWE with the big bosses of giant technology companies, offering a valuable opportunity for these up-and-coming professionals to present themselves and network for future success.
Belt & Road

China’s Belt and Road Initiative provides a visionary blueprint for global economic and diplomatic expansion to the 21st century. Its breathtaking scale and scope cover over 63% of the world’s population in more than 68 countries and territories, including the tremendous potential of emerging economies in ASEAN, the Middle East, as well as Central and Eastern Europe.

Hong Kong’s first Belt and Road International Food Expo (BRIFE) aimed at maximizing these opportunities by providing a one-stop business matchmaking and investment cooperation platform for the international agriculture and food industries. AWE was honoured to welcome Dr Bernard Chan Pau Koi, Under Secretary for Commerce and Economic Development, as guest of honour at the opening ceremony.

The 3-day exhibition brought together some 300 exhibitors from over 35 countries and regions, as well as government ministers and consuls from five countries. The event also featured the first Belt & Road Agrotrade & Trade Summit, HKE Chef Challenge, and BRIFE 2018 Awards.

The HKE Chef Challenge was a prime example of the EXPO-statement concept that AWE does so well. This stylish competition invited over 80 chefs from around the world to showcase their cooking prowess. Thanks to the labs of experience in managing large scale banquets of 360 tables, AWE & F&B team won the gold prize in the first round of the competition.

Hong Kong / AsiaWorld-Expo

Autumn 2018 MiCE • Autumn 2018 MiCE

Hong Kong / AsiaWorld-Expo

Autumn 2018 MiCE

Autumn 2018 MiCE
A convenient resort geared for business

The largest resort hotel in the northwest of Hong Kong, Harbour Plaza is conveniently located near the MTR Tin Shui Wai Station - Exit E2 Ginza, and easily accessed by Route 3 Expressway. It offers 1,102 guestrooms and suites that are designed for a comfortable lifestyle with most overlooking the tranquil Tin Shui Wai Central Park.

Harbour Plaza Resort City offers 7,500 sqf of function space. Whether you are planning a large conference or small seminar, the hotel offers a range of unique venues supported by personalized service, to ensure a successful event.

**Meeting Package**

**HK$450 up per person**

- **Full Day Meeting Use of meeting room from 9:00am to 5:00pm**
- **Free use of one LCD projector**
- **Free use of high speed internet access, 88 devices**
- **Two coffee breaks with snacks**
- **Complimentary Executive Western or Chinese set lunch in private function room**
- **Continuous serving of coffee and tea throughout the meeting**
- **Complimentary 30 pieces of photocopier/printer printing per group on meeting day per meeting**
- **Standard meeting equipment**

**For enquiries:** (852) 2180 1800

**Email:** catering.hprc@harbour-plaza.com

**Address:**
18 Tin Yan Road, Tin Shui Wai (MTR Tin Shui Wai Station - Exit E2 Ginza)
A seamless MICE experience at the heart of Hong Kong

如何看到MICE发展的前景？

Novotel Century Hong Kong has unseated the venue of the event with new features. The hotel has equipped the meeting rooms with the latest technology, and the LCD projectors and state-of-the-art audiovisual equipment that can cater to 10-person small groups or events with 300 delegates easily.

What makes Novotel Century Hong Kong unique when it comes to MICE?

With the inauguration of the Hong Kong section of Paris Rive Gauche and the Hong Kong-Shanghai-Macau Bridge, it further facilitates the above-mentioned MICE experience, with its excellent accessibility, and its large meeting area with state-of-the-art audiovisual equipment that can cater to 10-person small groups or events with 300 delegates easily.

Even better, there is the Le Club AccorHotels Meeting Planner loyalty program which is perfect for event organizers. Every 2 Euro spent can get 1 point, which can be redeemed for personal hotel stays or for the next meeting. As a meeting planner member, guests can also benefit from exclusive services from priority reception to upgrades or VIP treatment and enjoy seamless support throughout their stay.

What are some of the hotel’s latest developments?

Novotel Century Hong Kong has received new features. The hotel has equipped the meeting rooms with the latest technology and state-of-the-art audiovisual equipment that can cater to 10-person small groups or events with 300 delegates easily. The LCD projectors and state-of-the-art audiovisual equipment that can cater to 10-person small groups or events with 300 delegates easily.

香港诺富特世纪酒店在MICE方面有什么独特之处？

酒店的地理位置使其成为香港MICE活动的理想选择，距离香港中央商务区仅6分钟路程，从酒店到香港会议展览中心、香港国际机场、香港购物中心、香港市区及各大主要景点均不超过10分钟车程。

香港诺富特世纪酒店推出了全新的设施，酒店的会议及展览中心配备了最新的科技设备，为客人提供卓越的互动体验。

香港诺富特世纪酒店有什么新的设施开发？

酒店为会议及展览中心配备了最新的科技设备，为客人提供卓越的互动体验。酒店的会议及展览中心配备了最新的科技设备，为客人提供卓越的互动体验。
Right where it’s all happening
人杰地灵的会议首选

B.P. International is conveniently located in the heart of Tsim Sha Tsui, bordering high level business and luxury residential areas. Modern, glitzy malls such as Park Lane Shopper’s Boulevard, Harbour City, China Hong Kong City are all within walking distance. The hotel is 5 minutes by shuttle bus or taxi to the Airport Express Kowloon Station, where you can be whisked to the International Airport in a matter of just over 30 minutes.

The 25-storey B.P. International has a total of 529 guest rooms, most of which command spectacular views of Victoria Harbour or the lush, calming green of Kowloon Park, abutting the bustling city’s spectacular skyline.

Garden Wing Hall is a spacious 1,600 sqm with a ceiling height of 6 meters. With a large LED wall and an elegant marble staircase leading up from the lobby, the venue can provide comprehensive tailor-made services to suit all types of international conferences, seminars, private meetings, parties, product launches, fashion shows, etc. It can accommodate up to 1,000 guests depending on its seating.

A meeting package from HK$430 per person encompasses coffee break refreshment and use of meeting equipment. The professional Catering and MICE team can assist you with the detailed planning and make your event the success you aim for.

Meeting Package 2018 - 2019

<table>
<thead>
<tr>
<th>Package</th>
<th>Mon - Thu</th>
<th>Fri - Sun and Public Holidays</th>
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<tbody>
<tr>
<td><strong>Full Day Package</strong></td>
<td>Per person</td>
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<tr>
<td>全日会议</td>
<td>HK$630</td>
<td>HK$700</td>
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<td><strong>Half Day Package</strong></td>
<td>Per person</td>
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<tr>
<td>上午会议</td>
<td>HK$530</td>
<td>HK$600</td>
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<tr>
<td><strong>Half Day Package</strong></td>
<td>Per person</td>
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<tr>
<td>下午会议</td>
<td>HK$430</td>
<td>HK$510</td>
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</tbody>
</table>

**Package Included**
- Meeting Stationary 会议文具
- Standard Meeting Equipment 標準會議設施
- Unlimited serving of coffee and tea during meeting at HK$350 per person for half day / HK$600 per person for full day

**Optional Privilege 額外優惠**
- Unlimited serving of coffee and tea during meeting at HK$350 per person for half day / HK$600 per person for full day
- Free Wi-Fi service 免費無線網絡

**Terms and Conditions 條款及細則**
The packages are valid from 1st March 2019:
- Terms and Conditions are subject to 10% service charge 每個單位須加付10%服務費
- The rate per package is for a minimum booking of 10 persons.
Cutting-edge seaside haven for Creative Events

Le Méridien Cyberport

Le Méridien Cyberport is a stylish hotel equipped with cutting-edge technology and bespoke amenities. The hotel is nestled in the Southside of Hong Kong Island, surrounded by the greenery backdrop of Pui Fco Lam rockshelf and Victoria Peak.

All 170 effortlessly stylish designed rooms feature abundant sunlight through floor-to-ceiling windows with upscale amenities. The outdoor swimming pool, the five restaurants and bars and a convenient handy shuttle bus service to Central Hong Kong make this hotel a great option for either conferences, off-site meetings, management retreats or trainings. The versatile outdoor venues offer an idealic environment for social events, weddings and celebrations.

Any small dining rooms for 10-100 people with natural daylight, equipped with multimedia connectivity panels, intelligent conference and entertainment spaces provide a perfect setting for personalized and creative meetings.

In order to nurture a positive spirit, facilitate communication and foster teamwork, whilst developing problem-solving and group decision making skills, Le Méridien Cyberport has put together a selection of creative and fun-filled activities for guests, to help them achieve their corporate objectives.

The activities could start from energizing exercises like a morning stretching class by the green lawn, a fitness workshop class in the gym, a team building class at the swimming pool, a Beach Happy Hour, or a Beach Olympics for teambuilding.

Let the professional team at Le Méridien Cyberport help you hold an inspirational event that leaves everybody in good cheer, brimming with positive thoughts, and all raring to go!
GTEF to focus on the European Union and the Greater Bay Area of China

The 7th edition of the Global Tourism Economy Forum (GTEF) will be held at the MGM Cotai in Macao on 22-24 October 2018, under the theme of Strategic Partnership in a New Era, Rising Momentum for a Shared Future. The seventh edition of the forum, entitled "A New Era, Rising Momentum for a Shared Future", is expected to attract over 300 participants from over 30 countries and regions, including delegates from 100 provinces and cities in China and 400 international stayover speakers. GTEF has received a major acknowledgement of its relevance and impact in 2016 when Premier Li Keqiang cited GTEF as one of the 10 major economic initiatives and undertakings of the Macao SAR Government which the Central Government will support. As Macao moves towards becoming a World Centre of Tourism and Leisure, the Forum has played a key supporting role in diversifying and creating sustainable development of its economy.

With the unceasing growth at the gateway to China as well as its leadership position in Asia's booming tourism economy, Macao is a natural choice for hosting GTEF. Over the past decade, Macao has grown at an impressive pace, with the tourism industry playing a transformational role. Comprising a population of over 640,000, Macao welcomed 30 million visitors who had spent over USD 6.7 billion in the year 2016. For international stakeholders keen to establish a presence in this part of the world, the Forum is a comprehensive window into the large China market. Delegates will also have the opportunity to gain recognition from government authorities and other global tourism trade leaders, facilitating the development of mutually rewarding relationships. Please visit www.gtef-forum.com for more details and for registration.

As an official partner of the 2018 EU-China Tourism Year, GTEF will present the European Union (EU) as the Partner Region in this year’s forum. The aim is to promote EU’s immense collective tourism offerings to China, the fastest growing and number one source market in the world since 2014. GTEF will continue to play its strategic role as a pragmatic exchange platform to create a year-round series of important campaigns and events from roadshows and tours, to 2-day program of keynote and panel sessions, bilateral meetings, business matching, exhibitions, workshops and culture activities, to drive high-level dialogues on increasing tourism flows between China and Europe, thereby enhancing EU countries’ understanding of Chinese visitors when traveling in Europe, and strengthening cooperation between the Chinese and EU authorities in the field of tourism and its related economy.

In addition, GTEF 2018 will present Guangdong Province as the Featured Chinese Province, and highlight the metropolis of the Guangdong-Hong Kong-Macao Greater Bay Area, home to 11 cities (9 in Guangdong Province), over 68 million people and a regional GDP of over USD 3.3 trillion. Highlighting Guangdong in GTEF 2018 supports the Central Government’s plan to develop a city cluster in the Greater Bay Area to elevate regional development, drive economic growth, increase trade efficiency in the entire hub, and give full play to the distinctive strengths of each of the 11 cities.

Since its inception in 2012, GTEF has successfully established itself as an influential high-level cooperation platform to promote sustainable development in the global tourism industry with a focus on China.
Experience world-class MICE in the Greater Bay Area

Mission Hills sets itself apart as a state-of-the-art MICE provider with its unconventional, eco-luxurious experiences.

The importance of MICE in the development of the Guangdong-Hong Kong-Macau Greater Bay Area (GBA) today is greater than ever. In 2017, the combined GDP of the cities in the Bay Area ranked 11th in the world and formed the country’s most economically active region, and the Area is creating world-class MICE providers that will allow it to enhance its competitiveness and maintain long-term prosperity and stability.

“The development of MICE is an important game-changer for the region,” says Dr. Ken Chu, Chairman and CEO of Mission Hills Group. “The MICE industry will continue to develop rapidly, and the potential of this such as enhanced connectivity, flow of talents, capital and collaboration will help propel the region to the international stage.”

With over 25 years of development, Mission Hills has established strong ties with the GBA and has grown to become a renowned sports and leisure brand for China. Its integrated resort destinations are situated all over the heart of the Greater Bay Area of Guangdong, Hong Kong and Macau as well as Hainan - China’s first Free Trade Port.

These destinations combine world-class golf and leisure tourism with diverse and unique MICE experiences. They are constructed by re-generating barren land and volcanic bed rocks into the remarkable landmark developments today, and are often cited as sample developments by the government, taking clients out of the hustle and bustle of the city while still retaining convenience and catering to their every need.

Harassed as the world’s largest golf club and a National 5A-level Tourist Attraction, Mission Hills’ fully-integrated resort destinations span more than 40 square kilometers combined and stand out by offering unconventional, eco-luxurious MICE experiences.

The resorts feature a unique combination of world-class sports, accommodation, dining, retail, entertainment, themed attractions, spa and much more, offering the perfect blend of business and leisure to meet the diverse needs of different clients.

“A stellar service MICE provider should excel in the provision of both hardware and software,” says Dr. Chu. “Our experienced in-house team works closely with client, providing them with a one-stop solution plan and a seamless, hassle-free experience from planning to execution, giving them a taste of Mission Hills’ renowned hospitality from the moment they arrive.”
Honoured as a National 5A-class Tourist Attraction, Mission Hills is the place to be for business and leisure. A spectacular destination awaits with versatile MICE facilities catering to your meetings, banquets and corporate events, accompanied by an amazing golf experience. Conveniently located 30 minutes away from Hong Kong, Mission Hills features the perfect blend of world-class facilities set against lush greenery and leisure offerings for post-event relaxation.

Meeting Package:
Full-Day RMB 498/person, Half-Day RMB 398/person

Address: No.1 Mission Hills Road, Shenzhen, China  Postal Code: 518110
Tel: +86 755 2802 0988  +86 15820639815
Email: hk_salescoordinator@missionhillschina.com
Maximise Your Dream Event

In response to soaring popularity of MICE activities in Asia-Pacific, Dream Cruises, one of the most experienced and reliable event planning partners, is all set to take the exercise to a new level of excellence and enjoyment. The company offers unique and exciting MICE activities in Asia-Pacific that are sure to add value to your events. Whether it’s a conference, incentive, team building or any other type of event, Dream Cruises has the solution for you.

Explore your dream event

Break the ice and build that all-important team spirit with the diverse range of spacious outdoor facilities and indoor venues. There is always a new destination with endless options of fun activities, including karaoke, bubble football, archery, virtual reality games, live production shows, 6-side waterslides park, rock climbing wall, ropes course and more. Coworkers and partners of all ages will be entertained around the clock with indulgent spa treatments, specially designed workshops, together with intriguing shore excursions, while their significant others attend to business.

Safety first

As far as passenger safety is concerned, Dream Cruises accords a high priority by raising its standards above the international norm. For example, its his high-speed enables guests to enjoy the panoramic ocean view at ease.

Unmatched hospitality

Being the MICE pioneer in the Asia-Pacific market with over 25 years of experience, Dream Cruises embodies the essence of ‘Asian at heart and International in style’ and understands the needs of the Asian market. Currently, it has over 20 offices in Asia-Pacific to provide localized support and services.

Not only have guests revel in their cruises to such favorite destinations as Japan, Malaysia, Thailand, Singapore, Hong Kong, and many more exotic destinations, Dream Cruises has also been receiving numerous glowing testimonials in recognition of its professionalism in MICE event planning. In 2017, Dream Cruises and Getting Dream have won the titles of Best Cruise Entertainment and Best New Ship respectively, in the Travel Weekly Asia Readers' Choice Awards. Likewise, both Genting Dream and World Dream have received Star Performer Top Ten ratings in Berlitz Guide 2019.

MICE • AUTUMN 2018
充分利用资源

全球的奖励旅行策划者可以毫不费力地充分利用资源，并预留充足的时间放松身心，同时实现目标。星梦邮轮为精英企业提供一系列令人兴奋的奖励选项，让您在「优惠礼遇」专区尽情享用。

『尽享乐趣』

客人可以节省的同程费用，从住宿、餐饮、会议室、剧院、团队建设活动到娱乐活动等各种设施统统在内。

『无忧无虑』

星梦邮轮的奖励活动将拥有专业策划和体验，提供活动、会议空间和娱乐的专业知识，和全方位周到的服务。

此外，邮轮旅游更无忧无虑，您不需要每天收拾行李，当然海上酒店更能够吸引国际宾客。

度身订造的设备

为了举办各种企业的庆祝活动，星梦邮轮为小型到大型的会议量身定做三种不同的会议套餐。无论是999个座位的Zodiac剧院举办大型会议，还是在其中一个宽敞的船舱布置或多功能户外花园举行摩登会议，您都可以预定星梦邮轮的包租计划，便利您的会奖旅游计划。

热诚接待

作为亚太区与亚洲游轮的先锋，拥有超过26年的经验，星梦邮轮确保融合东方意向，充分了解当地市场的需求。我们日以继夜地为客人提供不同的服务。例如，星梦邮轮将为客人所属的宗教传统进行妥善安排。

现时，日本、马来西亚、泰国、新加坡和香港是受欢迎的目的地，而星梦邮轮亦设有许多推荐，确保宾客肯定在会议或奖励旅游活动达到所望之效。宾客回顾2017年「星梦」亚洲版「香港之宝」大奖的「最优质邮轮」、「最佳亚洲邮轮」、「最佳休闲邮轮」，以及「最佳亚洲邮轮」。
A luxury resort that inspires creativity
瑰丽堂皇、激发创意

Situated in the Galaxy Macau complex at Cotai, Banyan Tree is one of the most impressive, award-winning, high-end hotels in Macau, and a popular choice for leisure or business travelers alike. It is also the first and only high-rise urban resort in Macau to showcase a private indoor relaxation pool in every suite, and a swimming pool with a serene garden in every villa.

Comprising 256 suites, including 10 expansive villas and the ultra-exclusive Presidential Suite, Banyan Tree Macau combines luxury, tranquility and divine comfort to create a haven of sublime relaxation.

Banyan Tree Macau boasts a conducive environment that inspires creativity and fruitful meetings. Seating up to 1,300, its luxurious ballroom features elegant lighting and beautiful ceiling moldings. The function conference rooms are created for both large and intimate scale events, and can be flexibly secluded into four smaller function rooms.

Meanwhile, an elegantly decorated pre-function area provides the perfect gathering place for some sophisticated socializing.

Banyan Tree Macau now offers a range of packages that come with a selection of complimentary incentives.

MEANINGFUL CONNECTIONS

Enter into a destination where business meets leisure. A conducive environment that inspires creativity, expect a fruitful time of meeting where practical results follow.

Sanctuary for the Senses

CHINA • INDONESIA • KOREA • MALAYSIA • SINGAPORE • SEYCHELLES
VIETNAM • THAILAND • UNITED ARAB EMIRATES

Tel: (853) 8883 6888 Fax: (853) 8883 6900 Email: macau@banyantree.com
banyantree.com
SWISS FLIGHTS FEATURE

BURGENSTOCK MENUS

瑞士航空引入名厨餐饮

In collaboration with SWISS, Chef Wihelm has created dishes with an international perspective that take inspiration from the luxury resort's eight highly popular restaurants. Several dishes will showcase the bounty of Lucerne and its local purveyors, including cheese, sausage, smoked ham, and wines from neighboring suppliers.

First Class passengers can look forward to starting their meal with a choice of six first courses, e.g. Marinated Lobster with Cauliflower Panna Cotta or Quail Galantine. Perfumed with Asian Spices, three of the four main courses are Black Cod with White Onions, Eggplant Tagine or Veal Tenderloin with Black Truffle Sauce. A selection of cheeses from the center of Nidwalden will be followed by either Chocolate Mousse with Poached Pears or Berry Tartlet with Merlot and Blueberry Sorbet.

In Business Class, passengers will enjoy a choice at three first courses including White Tomato or Salmon Trout Tataki with Pumpkin and Chestnut, two of the four main courses are Beef Tenderloin with Yole Maggio Pepper Sauce or Pomegranate Fleties with Fennel Pfrat Sauce. To end the meal a cheese course and then a Passion Fruit Cheesecake.

With more than 25 years of experience at Michelin-starred restaurants and International luxury hotels, SWISS guest chef Mike Wihelm oversees a team of 95 chefs and manages all eight of the Burgenstock Resort’s restaurants as well as its banquet facilities.

Meals will be accompanied by French and Spanish wines as well as two wines from Lucerne: the 2017 Müller Thurgau and the 2016 Pircla Merlot Barrique both from the Brunner Winery.

Turkish Airlines has unveiled a fresh look with a new uniform specially designed for its cabin crew. The new uniforms will be introduced following the opening of the Istanbul New Airport, the new home of the flag carrier.

Inspired by many classic elements of Turkish design and culture, the new uniforms incorporate traditional patterns found in Ottoman glassware, ceramics and calligraphy with contemporary fabrics and details. The collection combines shades and colors found in Istanbul Bosphorus with a new 'Tide detail', created to symbolise the effortless and dynamic energy flowing through Turkey's most dynamic city as an intersection between East and West.

The airline paired up with Milan-based Haute Couture Ettore Bilotta to create the dynamic new uniform design. Renowned for a new era and brand identity for the national carrier, Bilotta’s design brings together form and function, an essential consideration for a global airline that flies to more countries than any other. New designs were not only conceptualised in consultation with fashion leaders and Turkish Airlines’ own team of cabin crew, but tested rigorously on live and trial flights in different climates.

土耳其航空在搜集了最多国家的航空公司，今年为庆祝其成立的周年，在所有航线上都将穿上新装，以配合伊斯坦布尔新机场启用。

一系列制服的设计融合了土耳其文化，包括土耳其艺术、陶器和书法采用传统图案，并配以现代化的细节和细节。制服采用伊斯坦布尔苏丹艾哈迈德清真寺和世界遗产元素进行设计。

土耳其航空与米兰设计师Ettore Bilotta合作，设计出充满活力的新制服，并对所有国际及国内航班的制服更新。Bilotta的作品受阿拉伯和欧洲影响，将传统文化与现代设计融合，既保留了传统设计的精髓，又赋予了其全新的生命力。
AIR ASIA
RECOGNIZED FOR QUALITY BUDGET TRAVEL
亚航喜获多项殊荣

AirAsia has won a number of accolades this year, which further consolidates its position in the industry.

2018 Skytrax World Airline Awards

Dubbed the "Oscars of the Aviation Industry", the Skytrax Awards are the global benchmark of airline excellence, with surveys conducted on over 20.36 million passengers worldwide, covering more than 100 nationalities. It is designed to measure the standards across 49 key performance indicators of airlines' frontline products and services.

AirAsia co-founder, Executive Chairman of AirAsia Group Berhad, and Group CEO of AirAsia X - Datuk Kamarudin Meranun accepted the award in London, together with AirAsia's long-serving Asians from across the region.

Asia's Leading Low-Cost Airline

AirAsia has also been named the Asia's Leading Low-Cost Airline for the sixth year in a row, at the 2018 World Travel Awards Asia and Australasia. It has also won Asia's Leading Low-Cost Airline Cabin Crew.

The World Travel Awards is one of the most prestigious, comprehensive and sought-after awards program in the global tourism industry. Established in 1993 to acknowledge, reward and celebrate excellence across key sectors of the travel and hospitality industries, the World Travel Awards brand is now recognized globally as the ultimate hallmark of industry excellence.

"We have been working hard to elevate our guest experience through greater digitalization, from check-in, boarding, online shopping to customer service, while maintaining our uniquely Asian hospitality," said Tony Fernandes, CEO of AirAsia Group.

Air Asia guarantees great value

AirAsia has also been named the Best Low-Cost Airline by travel magazine Business Traveller Asia-Pacific for the seventh year in a row. The company has won the accolades in every edition of the Travel Awards, since the category was created in 2012.

AirAsia claims no other airline can offer the same awards, unbeatable frequencies, excellent cuisine, and inflight Wi-Fi, while boasting its latest digital innovations, including face recognition, Digital money app, and Big Loyalty. "We prove that low-cost does not mean low standards of service, and we are thrilled that our frequent travelers agree with us," Fernandes adds.

亚航今年赢得了多项荣誉，进一步巩固了其在行业中的地位，并为其会员带来了新优惠。Skytrax奖被称为“航空业的奥斯卡之夜”，它吸引了超过2036万全球的参与，覆盖了100多个国家。它旨在衡量全球各航空公司49个关键绩效指标。

AirAsia联合创始人、AirAsia Group Berhad的执行主席和AirAsia X的集团首席执行官 Datuk Kamarudin Meranun在接受奖项时说道：AirAsia将继续努力提升客人的体验，通过更高的数字化，从登记到登机，再到购物和客户服务，同时保持我们的独特亚洲式服务。

AirAsia也连续七年荣获《亚洲商务旅行者》杂志颁发的“亚洲最佳低成本航空公司”奖项。AirAsia在所有奖项中展现出了无法比拟的频率，卓越的餐饮服务，以及机上Wi-Fi，还拥有最新的数字创新技术，包括面部识别、数字金钱应用，以及Big Loyalty。Fernandes表示：“我们证明低成本并不意味着低标准的服务，我们很高兴我们的常旅客对此表示赞同。”
MÖVENPICK OPENS LANDMARK CONFERENCE HOTEL IN MALAYSIA

Mövenpick Hotel & Convention Center Kuala Lumpur International Airport (KLIA) brings a new meetings and events venue to one of southeast Asia’s busiest international air hubs.

Located just a few minutes from KLIA and neighbouring KLIA2, the Mövenpick Hotel features unique architecture, upscale guest amenities, extensive meeting and events facilities, becoming one of the country’s largest convention centers. Directly accessible from the hotel, the convention center comprises a 1,287 sqm open exhibition space, a 777 sqm circular hall, seven discussion rooms, 10 seminar rooms and the vast Main Hall, which covers 2,386 sqm and can be divided into four separate spaces.

The main hotel building also features 4 modern meeting rooms and 2 boardrooms, ranging from 35 sqm to 109 sqm, and are well suited to corporate retreats and strategy meetings.

The hotel features 333 rooms and suites with the latest in-room technology. The Executive Rooms and Suites offer access to an Executive lounge with a daily buffet and a variety of additional amenities.

Guests can also indulge in an array of culinary experiences, with all-day dining venue Tersaya offering live cooking stations with a choice of authentic Malaysian and international cuisines, all prepared to halal standards, meanwhile, the signature restaurant Bana serves a la carte specialties made from fresh local and imported ingredients. Redup is a Middle Eastern-influenced eatery at the lobby lounge. Beranda Café and Spa serve drinks, light snacks, as well as meals throughout the day and evening.

What’s more, the property’s leisure offerings include separate male and female swimming pools, fitness centers, and spa facilities that include outdoor spa pools.

MÖVENPICK HOTEL AND CONVENTION CENTER Klia

www.movenpick.com/en/asia/malaysia

THE NAi-HARN, a luxury resort at Phuket overlooking the soothing waters of the Andaman Sea, is crafting bespoke MICE experiences for businesses and organisations looking to gather, inspire and collaborate with their teams all with an added emphasis on gourmet tastes and indulgent incentives.

Hugging a tropical rainforest hideout that rolls down to one of Phuket’s most pristine beaches, THE NAi-HARN sets the scene for elevated meetings and events of all sizes. Guests can take advantage of contemporary meeting spaces that are just as functional as they are stylish.

With two fully-equipped modern meeting rooms ranging from 68 to 91 square meters and multifunctional outdoor spaces including a stunning rooftop terrace, the resort provides the perfect setting for creative productivity.

With a choice of unique dining concepts run by top international chefs, THE NAi-HARN venues offer both casual and sophisticated dining experiences.

After meetings, guests can unwind within the sanctuary of THE SPA, or choose to sail through the stunning Phang Nga Bay, kitesurf in the bay, tour the Chalong Bay Rum Distillery, or try their hand at a Thai cooking class.

Adding to the appeal, special meeting rates and services are available for groups booking a minimum of eight rooms. When booking even more rooms, groups can receive additional discounts and benefits.

THE NAi-HARN

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www.thenaiharn.com

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www.thenaiharn.com

The NAi-HARN
Rosewood Hotels provides worldwide coverage of MICE venues, spanning the US & Canada, Mexico, the Caribbean, Europe, the Middle East, and Asia. Here are two examples from Asia.

Rosewood Hotels specialize in providing a range of services and facilities for MICE (Meetings, Incentives, Conferences, and Events). These services include the following:

**Rosewood Beijing**

- **2,750 square metres of event space.**
- **Large pre-function area for receptions.**
- **Beautiful grand ballroom with adjoining outdoor courtyard.**
- **Sophisticated residential-style venue – The Pavilion.**
- **Ballroom divisible into two function rooms.**
- **State-of-the-art audio and visual equipment.**


**Rosewood Phnom Penh**

- Centrally located in the capital city's business district, Rosewood Phnom Penh offers superbly appointed urban meeting rooms and stunning event venues that boast grace and elegance on any special occasion. Each room offers the latest technology and state-of-the-art audiovisual equipment, along with a dedicated team to ensure the event flows flawlessly.

**SERVICES & AMENITIES**

- **Total of 992 square meters (10,678 square feet) of indoor event space.**
- **Customized event planning, exceptional catering options and a full complement of professional services.**
- **The Event Studio, situated on level 35, provides a preview to the function via the five senses of sight, sound, touch, taste and smell.**
- **Sensa, situated on level 36, are ideal for medium-size meetings and social gatherings.**
- **The Pavilion, situated on level 39, is an elegant residential-style meeting and function space with sweeping views of the city and the legendary Mekong River, provides an elegant option for upscale events, product launches, formal gatherings and special celebrations.**

IBTM CHINA OPENED IN BEIJING
2018北京国际商务及会奖旅游展
(IBTM CHINA) 盛大开幕

According to Nicole Ci, Event Manager, IBTM China, this year’s event welcomed strong exhibitor lines and Hosted Buyer participation, with leading suppliers and professionals from the meetings and events industries gathered under one roof to meet, network, learn and do business.

New international exhibitors for this year’s event include: Meld Silangan Lodge, Cornellia Hotel, West Prairie Tourism, GL Events, Astorea CWB and Russia CWB, as well as many returning exhibitors such as San Francisco Travel Association, Sri Lanka Convention Bureau and South African Tourism. Chinese exhibitors include Beijing Xicheng Tourism, Shanghai New International Expo Center, and Macau Government Tourist Office.

The event uses IBTM’s bespoke ‘match-making’ software to provide each Hosted Buyer with a pre-arranged schedule of meetings to ensure that buyers only meet with people with whom there’s a great chance they’ll do business.

A total of 350 Association and corporate Hosted Buyers from countries and regions including Hong Kong, Singapore, Macau and Russia, as well as 5 countries, Chinese buyers held 5,693 trade discussions during the two-day event. The percentage of corporate buyers rose from last year’s 24% to this year’s 30%.

Companies include Carrefour China, China Tai Ping Insurance, CTS Travel International, Guangdong Co., Ltd., Development Bank of Singapore, IKEA, Korea MICE Association, Lenovo, Phillips, Provident Capital Group Inc., and more.

IBTM China also featured a Knowledge Programme which explored topics across ten key areas. They include advances in the new wave of Chinese tech innovation and its effect on the global technology scene. Also on the agenda is a study into the associations market in China and how this will contribute to the growth of the industry, how to sell incentive travel to business leaders and an insight into the latest global industry trends report.

This year’s speakers include Alice Yee Heng, Managing Director, MICE Consulting; Matthew Brennan, Co-Founder and Managing Director, China Channel; Naeer Ahmad Hamid, Regional Director Asia Pacific, ICCA; and Rosemary Ma, Beijing Statdification.

“Our Knowledge Programme continues to be a huge draw for attendees who are eager to learn and take fresh ideas back to the workplace in the burgeoning Asian market.” Says Ci.

IBTM China 今年特邀请几家的成果单子来参展，300个特邀请家在本期两天的活动中共接待了83,385场次的交流，其中企业买家数量占买家总量的30%。而在这一比例往年的为24%。企业买家来源包括日本、新加坡、马来西亚、香港、泰国、印度、菲律宾、澳门、台湾等。

在本次的 IBTM CHINA 为主题论坛在展前日便发布了《IBTM CHINA 世界趋势报告》，此份报告深度解读了行业现状，剖析了趋势和趋势，从专业角度透视未来 MICE 发展趋势。

教育论坛的主持人更邀请到了包括香港国际会议及展览有限公司展前培训部经理先生、中国ChineMICE协会副会长兼秘书长 Matthew Brennan先生、国际大会及会议协会（ICCA）亚太区总监Naeer Ahmad Hamid先生、香港会议及展览局市场推广及媒体关系主任兼 IBTM CHINA 项目总监 Ms. Mary Leung等。
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<td>8-10 Nov</td>
<td>HKTDC Hong Kong International Wine &amp; Spirits Fair</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkwinespiritfair-en">www.hktdc.com/fair/hkwinespiritfair-en</a></td>
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<tr>
<td>14-16 Nov</td>
<td>Cosmoprod Asia 2018</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.cosmoprod.asia/en-us">www.cosmoprod.asia/en-us</a></td>
</tr>
<tr>
<td>24-25 Nov</td>
<td>SMART Investment and International Property Expo</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.smartexpo.com">www.smartexpo.com</a></td>
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<tr>
<td>29 Nov-2 Dec</td>
<td>Hong Kong International Jewelry Manufacturers’ Show</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.jewelry.org.hk">www.jewelry.org.hk</a></td>
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<tr>
<td>December 2018</td>
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<tr>
<td>5-7 Dec</td>
<td>HKTDC Hong Kong International Franchising Show</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkifs-en">www.hktdc.com/fair/hkifs-en</a></td>
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<tr>
<td>5-7 Dec</td>
<td>HKTDC SmartBiz Expo</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hksmartbiexpo-en">www.hktdc.com/fair/hksmartbiexpo-en</a></td>
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<tr>
<td>6-8 Dec</td>
<td>DesignInspire 2018</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/designinspire2017/eomain">www.hktdc.com/fair/designinspire2017/eomain</a></td>
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<tr>
<td>6-8 Dec</td>
<td>Agritex Asia 2018</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.agritexasia.com">www.agritexasia.com</a></td>
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<tr>
<td>11-13 Dec</td>
<td>CinAsia 2018</td>
<td>Hong Convention &amp; Exhibition Center</td>
<td><a href="http://www.cinasia.com">www.cinasia.com</a></td>
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<tr>
<td>12-14 Dec</td>
<td>Learning &amp; Teaching Expo 2018</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>lexpo.com.hk</td>
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<tr>
<td>14-16 Dec</td>
<td>Diving &amp; Resort Travel Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.divingandresorttravelexpo.com">www.divingandresorttravelexpo.com</a></td>
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<tr>
<td>14-16 Dec</td>
<td>39th Hong Kong Wedding Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.weddingshow.com.hk">www.weddingshow.com.hk</a></td>
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<tr>
<td>22-25 Dec</td>
<td>18th Hong Kong Mega Showcase</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.megashow-expo.com.hk">www.megashow-expo.com.hk</a></td>
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<tr>
<td>22-25 Dec</td>
<td>18th Hong Kong Homeex</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.home-expo.com.hk">www.home-expo.com.hk</a></td>
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<tr>
<td>22-25 Dec</td>
<td>Hong Kong Toys Expo (Winter 2018)</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>toys-expo.com.hk</td>
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<tr>
<td>22-25 Dec</td>
<td>e-Expo &amp; Auto HK 2018</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.e-expoauto.com.hk">www.e-expoauto.com.hk</a></td>
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<tr>
<td>22-26 Dec</td>
<td>16th Hong Kong Food Festival 2018</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.food-expo.com.hk">www.food-expo.com.hk</a></td>
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<tr>
<td>January 2019</td>
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<tr>
<td>7-9 Jan</td>
<td>Hong Kong International Licensing Show</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/licensingshow">www.hktdc.com/fair/licensingshow</a></td>
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<tr>
<td>7-10 Jan</td>
<td>HKTDC Hong Kong Toys &amp; Games Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hktoyfaire">www.hktdc.com/fair/hktoyfaire</a></td>
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<tr>
<td>7-10 Jan</td>
<td>HKTDC Hong Kong Baby Products Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkbabyfair">www.hktdc.com/fair/hkbabyfair</a></td>
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<tr>
<td>7-10 Jan</td>
<td>HKTDC Hong Kong International Stationary Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hkstationaryfair.com">www.hkstationaryfair.com</a></td>
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<tr>
<td>14-17 Jan</td>
<td>HKTDC Hong Kong Fashion Week for Fall/Winter</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkfallwintervw">www.hktdc.com/fair/hkfallwintervw</a></td>
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<tr>
<td>24-27 Jan</td>
<td>HKTDC Education &amp; Careers Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkeducationexpo-en">www.hktdc.com/fair/hkeducationexpo-en</a></td>
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<td>February 2019</td>
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<tr>
<td>15-18 Feb</td>
<td>Hong Kong International Fur &amp; Fashion Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktf.org">www.hktf.org</a></td>
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<td>22-24 Feb</td>
<td>LOHAS Expo 2019</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.lohasexpo.com">www.lohasexpo.com</a></td>
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<td>22-24 Feb</td>
<td>Vegetarian Food Asia 2019</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.vegetarianasia.com">www.vegetarianasia.com</a></td>
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<td>28 Feb-4 Mar</td>
<td>HKTDC Hong Kong International Jewellery Show</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/hkjewellery-en</td>
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<td>March 2019</td>
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<tr>
<td>08-10 Mar</td>
<td>The 4th Golden Age Expo and Summit</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.goldenages.foundation">www.goldenages.foundation</a></td>
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<tr>
<td>18-21 Mar</td>
<td>Hong Kong International Film &amp; TV Market (FILMART)</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/hkfilmart-en</td>
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<tr>
<td>19-20 Mar</td>
<td>Asia Pacific Rail 2019</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.tremarin.com">www.tremarin.com</a></td>
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<td>29-31 Mar</td>
<td>ART BASEL</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.artbasel.com">www.artbasel.com</a></td>
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<td>Date</td>
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<td>April 2019</td>
<td>Mines and Money Asia 2019</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>asia.minesandmoney.com</td>
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<td>HKTDC Hong Kong International Lighting Fair (Spring Edition)</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/hklightingfairse-en</td>
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<td></td>
<td>HKTDC Hong Kong Electronics Fair (Spring Edition)</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/hkielectronicsfairse-en</td>
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<td></td>
<td>HKTDC International ICT Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/ictexpo-en">www.hktdc.com/fair/ictexpo-en</a></td>
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<td>HKTDC Hong Kong International Home Textiles and Furnishings Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkhometextilesfair-en">www.hktdc.com/fair/hkhometextilesfair-en</a></td>
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<td>HKTDC Hong Kong Houseware Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/hkhousewarefair-en</td>
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<td></td>
<td>HKTDC Hong Kong Gifts &amp; Premium Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/highglosspremiumfair-en</td>
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<td>May 2019</td>
<td>HOFEX 2019</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>hofex.com</td>
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<td></td>
<td>Asia Funeral and Cemetery Expo &amp; Conference</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.asiafuneralexpo.com">www.asiafuneralexpo.com</a></td>
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<td>HKTDC Hong Kong International Medical Devices and Supplies Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hkmefair-en">www.hktdc.com/fair/hkmefair-en</a></td>
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<td>HKTDC Entrepreneur Day</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/eday-en">www.hktdc.com/fair/eday-en</a></td>
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<td></td>
<td>Cloud Expo Asia Hong Kong, Data Center Wide, Hong Kong, Smart IOT Hong Kong, Cloud Security Expo Hong Kong, Big Data World</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.cloudexpoasiahk.com">www.cloudexpoasiahk.com</a></td>
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<td></td>
<td>International Antiques Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.iaf.com.hk/english/default.asp">www.iaf.com.hk/english/default.asp</a></td>
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<tr>
<td>June 2019</td>
<td>The 33rd International Travel Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.itehk.com">www.itehk.com</a></td>
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<td></td>
<td>The 14th M.I.C.E. Travel Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.itehk.com">www.itehk.com</a></td>
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<td></td>
<td>June Hong Kong Jewellery &amp; Gem Fair 2019</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.jewellerynetasia.com/en-us">www.jewellerynetasia.com/en-us</a></td>
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<td>July 2019</td>
<td>HKTDC Hong Kong Sports and Leisure Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/hksporthotelsleisureexpo-en">www.hktdc.com/fair/hksporthotelsleisureexpo-en</a></td>
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<td>HKTDC Hong Kong Book Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>hktbsfairy.hktdc.com</td>
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<td>August 2019</td>
<td>HKTDC Hong Kong International Tea Fair</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td>event.hktdc.com/fair/hkinternationalteafair-en</td>
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<td>HKTDC Beauty &amp; Wellness Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
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<td>HKTDC Food Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
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<td>HKTDC Home Delights Expo</td>
<td>Hong Kong Convention &amp; Exhibition Center</td>
<td><a href="http://www.hktdc.com/fair/homedefair-exposh.com">www.hktdc.com/fair/homedefair-exposh.com</a></td>
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**Dream Meeting Package**

(3 Days 2 Nights-Departs Friday from Hong Kong)

Applicable departure: Sept – Nov 2018 with selected departures for this offer
Applicable group size: 30 – 60 persons
• 4 hours meeting room in select meeting venue with 30 minutes coffee-break on complimentary basis
• Lunch at selected specialty restaurants
• Complimentary 1 hour central session with sunset view in select venue

Special offer at HKD$2,800 per person*
Hong Kong

Shine

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Your Ideal Venue Partner