



UNWTO/HTC
HIGH-LEVEL ASIA PACIFIC SYMPOSIUM ON MICE TOURISM
15-18 October 2012
Dragon Hotel, Hangzhou

Event Programme

Monday, 15th October

Venue: Pearl Ballroom

09:00-09:30 Opening Session

Welcome Remarks: Mr. Zhang Jianting, Deputy Mayor of Municipal Government of Hangzhou

Opening Remarks: Mr. Li Hong, Director of Hangzhou Tourism Commission

Opening Remarks: Mr. Xu Jing, UNWTO Regional Director for Asia and the Pacific

09:30-09:40 Group Photo

09:40-12:00 Session 1: MICE World and Regional Trends

Presenters:

1. Mr. Gary Grimmer, CEO GainingEdge Australia
2. Ms. Nancy Tan, Managing Director ACE: Daytons Direct Int'l Pte Ltd.

12:00-13:00 Buffet Lunch

13:30-15:20 Session 2: MICE Strategies in China

Presenters:

1. Overview: Mdm. Xu Fan, Tourism Expert on Marketing
2. Incentive Tourism: Ms. Jennifer Ma, Deputy GM of Grand China Express

15:20-15:40 Coffee Break

15:40-17:30 Session 3: "MICE Industry Development: Looking at Hangzhou"

Presenter: Gary Grimmer, CEO, GainingEdge

Presenter: Mr. Li Hong, Director of Hangzhou Tourism Commission



Venue: Crystal Ballroom

17:50-19:00 Official Welcome Dinner

Hosted by Mr. Zhang Jianting, Deputy Mayor of Municipal Government of Hangzhou

19:00-20:40 Technical Visit (international participants)

Show: *The Impression of West Lake*

Tuesday, 16th October

Venue: Pearl Ballroom

09:00-10:00 Session 4: Presentation on Tourism Trends in Asia Pacific 2012-2030

Presenter: Mr. Xu Jing, UNWTO Regional Director for Asia and the Pacific

10:00-12:00 Session 5: Panel Discussion: Key Opportunities and Challenges for MICE Tourism in Asia Pacific

Moderator: Mdm. Xu Fan

Speakers: Ms. Jennifer X. Ma, Ms. Nancy Tan, Mr. Wang Xinzhang, Deputy Director of HTC

12:00-13:00 Buffet Lunch

13:30-15:20 Session 6: Best Practice Case Studies on MICE Tourism

Country Presentation 1: Malaysia

Country Presentation 2: Vietnam

15:20-15:40 Coffee Break

Country Presentation 3: Republic of Korea

Country Presentation 4: India

18:00-21:00 Technical Visit (international participants)

The Beijing-Hangzhou Grand Canal

Dinner in Shuiyulanting Restaurant

Foot Massage



Wednesday, 17th October

Venue: Pearl Ballroom

09:00-10:30 Continuation of Session 6: Best Practice Case Studies on MICE Tourism

Country Presentation 5: Indonesia

Country Presentation 6: Philippines

10:30-10:50 Coffee Break

10:50-12:00 Closing Session: The Way Ahead for MICE Tourism in Asia and the Pacific

Moderator: Mr. Gary Grimmer

12:00-13:00 Buffet Lunch

14:00-21:00 Technical Visit (international participants)

Tea Museum/Tea Ceremony

Farewell Dinner at Shanwaishan Restaurant

Show: *The Romance of the Song Dynasty*

Thursday, 18th October

08:30-16:30 Technical Visit (international participants)

Lingyin Temple

West Lake Cruise

Lunch in Hu Qingyu Hall

Hefang Ancient Street (shopping)