2018 PROGRAMME BROCHURE
17 - 19 October 2018, Marina Bay Sands, Singapore
itb-asia.com
6 CONFERENCES. 1 PLATFORM.

IGNITE ROOMS @ BEGONIA

PRESENTATION HUB

MUSLIM TRAVEL HUB

KNOWLEDGE THEATRE

MICE & CORPORATE HUB

TRAVEL & TECH HUB

ITB ASIA
**DAY 2, THURSDAY, 18 OCTOBER 2018**

**Acte Education Forum**
- Begonia Ballroom
- **9:00 - 10:30**
  - Halal in Travel – Asia Summit 2018 by CrescentRating

**Innovation & Technology in the Muslim Travel Space**
- Begonia Ballroom
- **9:00 - 10:45**
  - Latest insights on the Muslim Travel Market by CrescentRating
  - Launch of the Muslim Travel Report by MasterCard and HalalTrip
  - In the Spotlight: A One on One Conversation with HalalTrip’s Farah

**ACTE Education Forum**
- **10:30 - 12:00**
  - Panel: Going Digital: How Online Has Ignite Rooms @ Begonia
  - Panel: What’s Next? Developing the Latest insights on the Muslim Travel Sector

**MICE & Corporate Hub**
- **10:00 - 11:00**
  - Keynote Panel: The future of distribution

**Corporate Travel Management**
- **11:00 - 12:00**
  - Future of Travel Payments: Where Should We Be Investing?

**TripEase**
- **11:00 - 13:30**
  - OTA vs. OTM: Understanding how Chinese OTM Fliggy innovates and disrupts travel

**CTM Asia**
- **12:00 - 14:00**
  - Post-Experience Economy: Innovators At The Edge of Travel

**Sabre**
- **13:00 - 15:00**
  - Panel: NDC and what it means for the future of travel distribution
  - Reinventing the way you travel for work through a

**TravelTech Group**
- **13:00 - 15:00**
  - Search & buy: Digitising your upgrading strategies

**Upgrading**
- **15:00 - 17:00**
  - How to Hit the High Note for 2019: A Hotel Benchmarking Clinic by STR

**Corporate Travel Management**
- **15:00 - 16:00**
  - Panel: Rethinking sharing economy in corporate travel

**Google**
- **16:00 - 17:00**
  - Tech for DMCs & Wholesalers: Sell contracted rates to a GLOBAL audience 24/7

**TravelStart-up Forum by Innovel Travel Tech**
- **16:00 - 17:00**
  - How blockchain makes travel industry more efficient

**The Wellness Forum**
- **16:30 - 17:00**
  - Travel in the age of Smart Cities

**MICE & Corporate Hub**
- **10:30 - 11:00**
  - Conference session by UNICEO

**TripEase**
- **11:00 - 12:00**
  - Sharing Collective Intelligence: How to succeed within the travel business and improve customer orientation

**TripEase**
- **12:00 - 12:30**
  - Robotics and Microservices: Removing friction from travel processing

**TripEase**
- **12:30 - 13:00**
  - One-stop-shop for corporate travel: How Al & ML are enhancing the traveller’s experience and bringing ease to travel management processes

**Weego**
- **13:00 - 14:00**
  - How Virtual Reality is about to transform the travel industry

**INNOVATION**
- **13:00 - 14:00**
  - Do less waiting: Delighting guests with biometrics-enabled check-in experience

**GTRIP**
- **13:30 - 14:30**
  - How blockchain makes travel industry more efficient

**GTRIP**
- **14:00 - 15:00**
  - Driving meetings & events revenue through visual analytics and strategy setting

**WTS**
- **14:30 - 15:00**
  - Sabah: Your next destination

**WTS**
- **15:00 - 16:00**
  - May we have your attention! How storytelling can help travel brands cut through the noise

**Jordan Destination Showcase: I Wander to Wonder**
- **14:00 - 14:30**
  - Indonesia Destination Showcase: Targeting $126 billion Muslim tourism market with cultural changes

**Japan Destination Showcase: Making Muslims feel at home**
- **13:30 - 14:00**
  - Tourism and the Arab world

**LocoMole**
- **11:00 - 13:00**
  - Connecting with Muslim travelers: Understand how their travel habits, requirements, and preferences affect tourism

**ARK**
- **11:00 - 13:00**
  - Addressing Muslim traveler’s anxieties & developing Muslim-friendly travel packages by Halaltalk
DAY 3, FRIDAY, 19 OCTOBER 2018

2018 CONFERENCE PROGRAMME. AN OVERVIEW.

as of 24 September 2018

Level 3
Ignite Rooms @ Begonia
Future Leaders 2018 Begonia Ballroom
FUTURE
1230 - 1300 Registrations
1300 - 1335 Tour of ITB Asia Exhibition Hall
1335 - 1400 Opening Remarks for Future Leaders 2018
1400 - 1430 Individual Presentation: The Right Attitude
1440 - 1450 Individual Presentation: The Sky’s The Limit
1500 - 1530 Fireside Chat: Climb the Hospitality Ladder
1530 - 1630 Panel Discussion: Envisioning the Future
1600 - 1700 Breakout Session and Networking

Basement 2
Knowledge Theatre
Sponsored by
1000 - 1100 China Keynote Panel: Seizing the golden opportunity: How Chinese travelers are changing the world and how to win them over
1200 - 1300 Contract negotiations by site
1300 - 1330 Is personalisation still possible in a global market place?

Basement 2
MICE & Corporate Hub
Sponsored by IHG
MICE & CORPORATE DAY
1030 - 1100 Innovative Event Ideas vs. Budget
touristic concept marketing & events international
1100 - 1130 Why does group technology lag behind transient technology?
idem hospitality
1130 - 1200 Travel without traveling: Can Voice Assistant (AI) and Hologram technology completely transform your next conference or travel experience
mike ghasemi
1200 - 1300 Contract negotiations by site
1300 - 1330 Is personalisation still possible in a global market place?

Basement 2
Travel & Tech Hub
1030 - 1130 Destination Marketing Showcase Panel: Make bookings big online
turkish showcase: towards a comprehensive destination based approach for MFT
1130 - 1330 Navigating the Cruise Industry Towards Greater Profits
creative storytelling through AI in today’s digital-first landscape
the importance of loyalty to gain direct booking: How hotels build loyalty beyond the stay
1400 - 1430 The importance of loyalty to gain direct booking: How hotels build loyalty beyond the stay
1500 - 1530 Conference session by The Code
1530 - 1630 How to Growth Hack Your Social Media

Basement 2
Presentation Hub
1100 - 1130 Turkish Showcase: Towards a Comprehensive Destination Based Approach for MFT
1130 - 1300 Destination Development in Halal Tourism
crescent rating

Basement 2
Muslim Travel Hub
1130 - 1300 Destination Development in Halal Tourism
crescent rating

Have you got big ideas or insights on what will change the way people travel, meet and do business? A success story you can’t wait to share?
Regardless of whether you’ve taken to the stage dozens of times before, or if you’ve always wondered whether you could keep a room full of your peers enthralled, this could be your chance.
Be a speaker, write to us: phu.nguyen@messe-berlin.asia
# MICE TECH SHOWCASE

Meet the experts from MICE tech companies, event organisers and leading consulting firms who will demonstrate innovative technologies, provide case studies and offer insights to solve some of today's complex meetings and events issues.

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<th>Day 1: 17 October 2018</th>
<th>Day 2: 18 October 2018</th>
<th>Day 3: 19 October 2018</th>
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<tr>
<td>1030 - 1050</td>
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<td>Teleporting MICE Organisers into the 21st Century</td>
<td>Big ideas for small meetings</td>
<td>Getting personal: How far can event apps engage with attendees</td>
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<td>Observations on the Future of Mobile Learning in the MICE Industry</td>
<td>Revolutionising how group experiences happen with TAB</td>
<td>The Technology Enablers or Lack of … In the MICE Space</td>
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<td>Revolutionising how group experiences happen with TAB</td>
<td>Conceive and Execute Events to connect with the Expat and Indian diaspora</td>
<td>Ignite your next event with gamification – It’s end to end Engagement</td>
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<td>1330 - 1450</td>
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<td>The Future of Art Events: How Digital and Physical Fusion elevates bespoke experiences</td>
<td>Extreme personalisation will rock your event, UBERISE it</td>
<td>When Tech Meets Weddings: Can more be done to marry the two? And what does it mean for the future of Destination Weddings</td>
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<td>Maximising audience engagement with mobile event app</td>
<td>Technology Challenges for Small Meetings Bookings</td>
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<td>1500 - 1520</td>
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<td>How Blockchain can reinvent the events industry</td>
<td>Breaking Barriers - Growth Opportunities!</td>
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<td>Breaking Barriers - Growth Opportunities!</td>
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<td>Events technology trends</td>
<td>Driving sustainability through events</td>
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2018 SPEAKERS
and more...

IGNITE ROOMS @ BEGONIA

OPENING KEYNOTE SPEAKERS

Hermione Joye
Head of Industry, Travel APAC, Google

Xing Xiong
CEO, Trip.com

Shane O’Flaherty
Global Director of Travel and Transportation, Microsoft

MICE & CORPORATE HUB

Alvan Yong
International Lead, Airbnb for Work

Anna Ratala
Head of Slush Singapore, Slush

Ciaran Delaney
CEO, MeetingsBooker

El Kwang
CEO, Biz Events Asia

Hamish Wang
Travel Manager, Apple Inc

Jim Tan
President, Sharing Economy Association of Singapore

Joewin Tan
CEO, Huone Singapore

Joonas Ahola
Founder & CEO, MeetingPackage.com

Mahendra Vakharia
President, OTOAI & MD, Pathfinders Holidays Pvt. Ltd, Ahmedabad

Manish Raj
Co-Founder & Chief Business Officer, Tripeur

Michael T. Molloy,
Category Leader - Travel & Expense Management Procurement, Rio Tinto

Swami Sekar
Co-Founder & CEO, Winimy.AI

TRAVEL & TECH HUB

Ben George
Senior VP & Commercial Director, APAC, Hilton

Benny Ho
Senior Director, Tencent

Bjorn Harvold
CEO & Co-Founder, Travelkoin

Eric Gnock Fah
COO & Co-Founder, Klook

Ender Shutao Jiang
Founder, Hiverlab

Koen D’Hoore
Head of Sales, Hotelchamp

Maxim Thaw Tint,
Co-Founder & CEO, GTRIP

Milad Sharafi,
Founder, Bookingee.com

Radu Ciubotaru
Product Manager, wbe.travel

Raj Das
Vice President of Global Sales, dcs plus

Richard Wong
VP, Asia Pacific, Frost & Sullivan

Sahba Saint-Claire
Co-Founder & CEO, Touché

Savsunenko Oleksandr
Head of AI Lab, Skylum Software

Tien Nguyen
CTO, Wego

Tushar Khandelwal
COO & Co-Founder, Voyagin
2018 SPEAKERS
and more...

KNOWLEDGE THEATRE

Alessandro Dassi
CEO & General Manager, Greater China & Far East, Thomas Cook

Andrew Hughes
Regional Director of Sourcing, Hotelbeds Group

Bernhard Bohnenberger
President, Six Senses

Carolyn Kremins
President, Skift

Changle Yang
COO, Tujia

Charlie Osmond
Founder & Chief Tease, Triptease

Colin Nagy
Head of Strategy, FRED & FARID; Hospitality & Innovation Columnist, Skift

Clay Springer
President, The Rossch Group and RosschTech

David McKillips
President – International Development, Six Flags

Eugene Tan
GM, Corporate Travel Management (CTM) Singapore

Evgeny Tchebotarev
Founder, 500px & VP Growth Asia, Skylum

Filip Filipov
Vice President of Product, Skyscanner

Geoff Meyer
Managing Director, IRONMAN Asia

Mark Meehan
Managing Director - Asia Pacific, Travelport

Rafat Ali
CEO & Founder, Skift

Robin Chiang
Regional Director, APAC, KAYAK

Steven Shu
CMO, Meliutian Platform

Sumesh Patel
President - Asia Pacific, SITA

Troy Liu
Founder & CEO, Mileslife

Yuzhou (Frank) Huang
VP and GM of Hotel Business Department, Fliggy

PRESENTATION HUB

Abhishek Jain
VP - International Operations, WTS International

Arvinder Gujral
MD, SEA & Senior Director, Business Development, APAC, Twitter

Frank Sliwka
COO, Asia, ESL Gaming

Kathryn Moore
Founder & MD, Spa Connectors

Kris Naudts
Founder & CEO, Culture Trip

Philip Whittaker
CCO & CEO, Integrated Theme Parks & Attractions (ITPA)

Phoebe Boonkerd
Director of Wellness Operations & Development, Amatara Wellness Resort

Tanya Taleja
President & Founder, GSD Spa and Wellness Development Corporation

Taro Amornched
CEO & Co-Founder, TakeMeTour

Tim Jones
VP, Travel for National Geographic Partners, Asia Pacific & Middle East, National Geographic
What will shake and change the way people travel, meet and do business
17 October 2018, 0900 - 1020, Begonia Ballroom

Keynote Panel: The future of travel distribution
18 October 2018, 1000 - 1100, Knowledge Theatre

China Keynote Panel: Seizing the golden opportunity: How Chinese travelers are changing the world and how to win them over
19 October 2018, 1000 - 1100, Knowledge Theatre

SESSIONS YOU DON’T WANT TO MISS

OPENING KEYNOTE

DAY ONE OPENING KEYNOTE
What will shake and change the way people travel, meet and do business
17 October 2018, 0900 - 1020, Begonia Ballroom

OTHER KEYNOTE SESSIONS

Keynote Panel: The future of travel distribution
18 October 2018, 1000 - 1100, Knowledge Theatre

China Keynote Panel: Seizing the golden opportunity: How Chinese travelers are changing the world and how to win them over
19 October 2018, 1000 - 1100, Knowledge Theatre

HEAR FROM THE C-SUITE

17 October 2018, 1000 - 1300, Knowledge Theatre

A series of interviews and fireside discussions with C-level executives featured at the Knowledge Theatre, where we get to the heart of today’s complex travel issues with the expertise and vision that only industry leaders can provide. Hear from:

and many more...
MICE & CORPORATE SPEED NETWORKING

The key to meeting the right people for your business.

Thursday, 18 October 2018, 3.30 - 5.00pm, Buyers Cafe

RESERVE A TABLE WITH US AT USD 700+

WHAT IS IT

During the ITB Asia MICE & Corporate Speed Networking, you (the exhibitor) and buyers will have five (5) minutes mini-meetings to discover if you have similar business interests. You will be entitled up to twelve (12) mini-meetings during the one (1) hour session.

Potentially meet up to 30 buyers!

HOW IT WORKS

Each exhibitor will be given a table that is numbered. The buyers will approach you to establish connections and swap business cards.

Keep your meetings quick, succinct and within the stipulated time. The objective is for you to arrange appointments and meet the people that matter most to your business in the shortest amount of time.

SOLD OUT

See you in 2019’s edition!

A SNEAK PEEK OF OUR BUYERS...

- Abbey Miceindo
- American Express Meetings & Events
- Cox & Kings Limited
- CTS MICE SERVICE CO., LTD
- George P. Johnson
- HelmsBriscoe
- Nu Skin Enterprises
- TUI
- UMICE (Beijing)

- International Conference Service
- L.L.C. Guangzhou Branch
- World Federation of Consuls – FICAC
- World Psychiatric Association
- Abbott
- Accenture
- Amazon
- Credit Suisse AG
- Dell Global Business Centre
- DuPont
- eBay Inc.
- Edding Pharm
- Huawei Technologies Co., LTD
- Kerry Asia Pacific
- KPMG
- L’Oreal
- Nestle
- Nissan Europe
- Prudential Life Assurance
- SANOFI
- Tencent
- THE HERSHEY COMPANY
- Vihaan Group of Companies
- Wipro Limited