

**ITB Asia 2022**  
**19 – 21 October 2022**

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

**MICE Show Asia 2022 to return with strong line-up of exhibitors and partners ahead of Asia's first face-to-face MICE event in 2 years**

- Asia's premier MICE show with strong exhibitor line-up such as Abbott Rapid Diagnostics, Alaska Destination Specialists, Destination Hospitality, Incheon Tourism Organisation, NYC & Company, Sapporo Convention Bureau, Ungerboeck, Visit Anchorage, Visit Guam, Visit Monaco, YTS Services Marketing and many more, underlining the growth of Asia MICE market
- Industry heavyweights from Corporate Travel Management (CTM), CWT Meetings and Events, FCM Travel, HelmsBriscoe, Uniglobe Travel International and more are leading breaking MICE conversations
- The in-person event includes 3 days of full trade show experience, business meetings and thought-provoking conference programme

**Singapore, 4 October 2022** – MICE Show Asia 2022 is a three-day conference and exhibition for the meetings industry in Asia Pacific (APAC) that aims to redefine industry practices and identify new trends that will shape the future of MICE. The fourth edition of the premier MICE Show in Asia returns as an in-person event held at Marina Bay Sands from Wednesday, 19 October – Friday, 21 October 2022. The event is co-located with ITB Asia and Travel Tech Asia and will be organised by Messe Berlin (Singapore).

**Strong presence of exhibitors signals the importance of MICE Show Asia for the industry**

Across the three days, more than 30 exhibitors from Convention and Visitor Bureaus (CVB), MICE buyer organisations, destinations, MICE tech companies and start-ups will showcase their products and services including **Abbott Rapid Diagnostics, Alaska Destination Specialists, Business Events Perth, Business Events Sarawak, Czech Republic, Destination Hospitality, Dubrovnik Tourist Board, Incheon Tourism Organisation, Latvia Travel, Mississippi River Country USA, NYC & Company, River Cruises DCS-Touristik GmbH, Sapporo Convention Bureau, Saxony Tourism Germany, Taipei City Government, Ungerboeck, Visit Anchorage, Visit Berlin, Visit Brussels, Visit Estonia, Visit Finland, Visit Guam, Visit Iceland, Visit Malta, Visit Monaco, Visit Rovaniemi, Visit Sarajevo, YTS Services Marketing, and Zagreb Tourist Board.**

"MICE Show Asia 2022 will bring together industry suppliers, meetings & events professionals and emerging MICE innovators to connect and build the future of MICE. With the industry's revival and positive signs, this event is a must-attend for the meetings industry in APAC to get the latest insights and strategies and capture the immense growth of the Asia MICE market", said **Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of MICE Show Asia, Travel Tech Asia and ITB Asia.**

**MICE Show Asia Conference: Original content, breaking news and thought-provoking ideas**

**MICE Show Asia** will take place on the leading MICE & Corporate Travel conference stage, with a strong international participation from speakers and partners from International Association of Exhibitions and Events (**IAEE**), International Association of Professional Congress Organisers (**IAPCO**), International Congress and Convention



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Association (**ICCA**), Meeting Professionals International (**MPI**), Society for Incentive Travel Excellence (**SITE**) and many more. The who's who of the community will discuss five main topics ranging from "Emerging Trends Shaping the Future of Event", "Digital Nomads – A New Type of Corporate Travellers", "Duty of Care for All: The Extended Role of Travel Managers with Travel Risk Management", "Experiences Reimagined: The New Growth Indicator" and "Emerging Focus on Sustainability and Wellness for MICE Travel".

What the future holds for an in-person event, especially in the wake of a global pandemic, is the main topic of the **CVB's panel** on Day 1, 19 October, 11 a.m. – 12 p.m., moderated by **Ciaran McQuillan**, Head of Special Events, Asia, Global Media Services, **Associated Press**. Titled "**How Large-scale Meetings, Conventions, and Live Events Are Surging Anew**", **Gareth Martin**, CEO, **Business Events Perth**, **Noor Ahmad Hamid**, COO, **Malaysia Convention & Exhibition Bureau (MyCEB)**, **Jerry Cito**, Executive Vice President, Convention Development, **NYC & Company**, **Marico Ogi**, MICE Director, **Sapporo Convention Bureau** and **Nichapa Yoswee**, Senior Vice President, **Thailand Convention and Exhibition Bureau (TCEB)** will explore what it takes to be future ready and how the industry has rebounded to take the MICE industry forward.

The **Buyers Meet TMCs Panel Discussion** on Day 2, 20 October, 3 – 4 p.m., titled "**The State of Corporate Travel 2023**", will feature C-level executives talking about the future of corporate travel, trends that might continue into 2023 and beyond and how the MICE industry is evolving. The panel discussion will be moderated by **Vivek Neb**, Managing Director APAC & MEA and Global Head, Travel & Tourism, **Escalent**, who will lead a debate with **Sanghamitra Bose**, Vice President and General Manager Singapore, Hong Kong, Thailand, **AMEX GBT**, **Brenda Quek**, Asia-Pacific Travel Meetings and Events Program and Engagement Leader, **Ernst & Young (EY)**, **Khaled Khattab**, Travel, Events & Congresses Manager, **Novartis** and **Carl Jones**, Managing Director, South-East Asia, **SAP Concur**.

The **MICE Leaders' Panel, "Return to a World Transformed: Revitalising MICE for a New Era"** on Day 3, 21 October, 11 a.m. – 12 p.m. features a discussion where professionals, buyers and sellers of travel and meetings services explore how different players in the MICE ecosystem can work together to deliver a better bottom line and future for the industry. The panel will be moderated by **Richard Ireland**, President, **Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)**. Confirmed panelists include **Patricia Cheong**, Managing Director Asia, **International Conference Services (ICS)**, **Waikin Wong**, Regional Director Asia Pacific, **ICCA - International Congress and Convention Association**, **Wee Min Ong**, Vice President of Conventions & Exhibitions, **Marina Bay Sands**, **Ashwin Gunasekeran**, CEO, **Penang Convention & Exhibition Bureau** and **Arnold T. Gonzales**, Head, MICE Department, **Tourism Promotions Board Philippines**.

Traditional in-person meetings were paused in 2020, but innovation flourished out of necessity. Now is the time for venue providers to use those lessons learnt over the past years to rebuild MICE even stronger. The **Venue Providers' Talks**, titled "**The New Meeting Space**" on Day 1, 19 October, 2 – 3 p.m., will feature **Gilles Cretallaz**, COO, **Dusit International**, **Arun Madhok**, CEO, **Suntec Singapore Convention & Exhibition Centre**, **Chua Wee Phong**, Chief Executive (Venues), **Constellar** and **James Fong**, CEO, **Jewel Changi Airport**, who will share on how venue providers are building safe, secure, and thoughtful meeting space and experience for planners and suppliers.

## **MICE Show Asia Conference Partners**

MICE Show Asia can count on well-established **conference partners** including International Association of Exhibitions and Events (**IAEE**), International Association of Professional Congress Organisers (**IAPCO**), International Congress and Convention Association (**ICCA**), Meeting Professionals International (**MPI**) and Society for Incentive Travel Excellence (**SITE**).

**IAPCO** welcomes its Ambassador **Stéphane Talboom** to discuss the “**The Future of Business Meetings and Travel in Asia from a PCO’s Perspective**”.

**IAEE** and **MPI** will lead four joint conference sessions where eligible practitioners will earn 4 CE hours for their certification revalidation. The topics of the joint sessions are “**Meetings & Exhibitions Outlook: Future Predictions for the Business of Meetings**”, “**Top 7 Trends in Sales Today**”, “**Extraordinarily Inclusive: Events and Exhibitions that Embrace Everyone**” and “**The Exhibition and Event Professionals Marketing Playbook**”. All the four sessions will be led by **Karen Gonzales**, Director Global Business Development, **IAEE** and **Estefani Aguirre**, Vice President, Business Development, **MPI** who will join together to navigate the audience through the overarching trends impacting MICE market.

**ICCA** will host a **C-Suite Talk**, titled “**Global Trends - Reshaping Business Events: The Fast Track of Recovery**”, with **Dato’ Sri Abdul Khani bin Daud**, Board of Director, Member of **ICCA** as expert speaker.

**SITE** will host a **C-Suite Talk** featuring its Past President **Rajeev Kohli** who will talk about “**5 Things You Absolutely Need to Know About the Future of Incentive Travel in a Post Pandemic World**”.

## **Further high-profile industry leaders have their say**

Other experts leading the industry conversation with their market insights, brand new ideas and inspiring case studies include:

- **Andy-Michaels Lim**, Managing Director – Singapore & Malaysia, **Amadeus**
- **Sanjay Seth**, Managing Director, Asia Pacific, **BCD Meetings & Events**
- **Amelia Roziman**, CEO, **Business Events Sarawak**
- **Foo Sze Zhaun**, Executive Director, **Corporate Information Travel (CIT)**
- **Laura Ruffles**, Executive Director, Global COO, **Corporate Travel Management (CTM)**
- **Maura Geertsma**, Vice President, Global Retention Center of Excellence, **CWT**
- **Ian Cummings**, Global Head, **CWT Meetings & Events**
- **Teresa Matheson**, Head of APAC, **Egencia**
- **Tracey Edwards**, Global Strategic Lead & GM ANZ, **Event Travel Management (ETM)**
- **Bertrand Sallet**, Managing Director, Asia, **FCM Travel**
- **Ben Taylor**, CEO, APAC, **George P. Johnson**
- **Martin Sirk**, International Advisor, **Global Association Hubs Partnership (GAHP)**
- **Kelli Vettoretto**, Regional Vice President, **HelmsBriscoe**
- **Neelu Singh**, Managing Director, APAC, **HRS Group**
- **Lim Hui Ject**, Managing Director, Singapore & Brunei, **International SOS**
- **Stephane Talboom**, VP Sales and Marketing, **K.I.T. Group**
- **Richard Soo**, Chief Guru @ Creative Marketing (Managing Director), **MEP Meeting & Exhibition Planners**

- **Jonathan Seto**, Senior Vice President and Managing Director - APAC, **MOI Global**
- **Agnieszka Majkowska**, Experience Director, **Prudential Polska**
- **Edward Koh**, Executive Director, Conventions, Meetings & Incentive Travel, **Singapore Tourism Board (STB)**
- **David Hughes**, Managing Director, Asia Pacific, **Uniglobe Travel International**
- **Alycia Brady**, Managing Director - Singapore, **We Are Aspire**

Interested participants may purchase a visitor ticket online on: [itb-asia.com/visit-register](https://itb-asia.com/visit-register) or reach out to the team at [info@messe-berlin.asia](mailto:info@messe-berlin.asia).

The online link for **press accreditation registration** is now open, journalists are invited to pre-register [here](#).

For more **information on MICE Show Asia 2022**, visit [miceshowasia.com](https://miceshowasia.com).

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

### **About MICE Show Asia**

MICE Show Asia is the premier MICE event in Asia where incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual B2B trade show and convention features industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority. The show is co-located with ITB Asia and Travel Tech Asia.

### **About Travel Tech Asia**

Travel Tech Asia is the premier travel technology show in Asia. The trade show is where latest technologies, emerging trends, leading travel brands and innovative start-ups are all at one place to create the new possibilities of travel. From travel tech suppliers, innovative start-ups to leading travel brands who are at the forefront of the industry transformation, Travel Tech Asia welcomes attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The show will be co-located with ITB Asia and MICE Show Asia.

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