

3 August 2020, Monday | 2020 年 8 月 3 日, 星期一 | 1500 – 1600hrs

Opening Keynote 开幕演讲

Digital-First Future In MICE and Corporate Travel

会奖和商务旅行的未来——数字化优先

The Covid-19 pandemic has devastated the global travel industry, including MICE and Corporate travel. Without a vaccine, present indicators suggest that the World would have to co-exist with the virus over a relatively long period of time. This will have significant implications on how people travel and gather for meetings. During the pandemic, usage of digital tools, especially those that facilitate virtual communications, have increased tremendously. Some of the changes in client behavior and their views on business travel might be permanent. How should the industry plan for the post pandemic MICE market? Should we wait for things to "recover" or should we start to think of "rebuilding" the industry in a new environment? What are some of the solutions that are available and how are they evolving? While the industry seems to be ready to embrace a hybrid model for exhibitions and events, what would a hybrid model look like? To discuss these and a series of other pertinent questions, join our panel in this much anticipated conversation on perspectives of the changing marketplace and recommendations for a digital-first post pandemic strategy.

Covid19 大流行已经对全球旅游业造成了巨大的创伤，会奖和商务旅行也未能幸免。如果没有疫苗，目前的指标表明，世界将不得不在相对较长的时间内与病毒共存。这将对人们如何旅行和举办会议产生重大影响。在大流行期间，人们对数字化工具，特别是促进线上沟通的工具的使用大大增加。客户行为及其对商务旅行的看法中的一些变化可能是永久性的。行业应如何制定大流行后的会奖旅游业市场发展规划？我们应该等待一切“恢复”，还是应该开始考虑在新的环境中“重建”我们行业？有哪些可行的解决方案以及它们是如何发展演变的？同时这一行业似乎准备好采用线上线下混合的模式举办展览和活动，那么这种模式会是什么样子呢？要讨论这些和其他一系列相关问题，欢迎加入我们的主题演讲，就不断变化的市场前景和大流行后数字化优先战略的建议进行期待已久的对话。

Moderator 主持人

George Cao, Co- founder & CEO, Dragon Trail Interactive

曹志刚，龙途互动 CEO 与联合创始人

Panellists 演讲嘉宾

Zoe Lo, Regional Director, Mainland, Hong Kong Tourism Board

鲁昭仪，香港旅游发展局中国内地区域总监

Kitty Wong, Chairwoman, K&A International Co., Ltd. and Expo Union Corporation

黄洁仪，满力股份有限公司及展盟展览有限公司主席

Sharon Liu, Business Development Director of Tencent Cloud Media, Tourism and Telecom Industry Center

刘上上，腾讯云传媒地产文旅与运营商中心拓展总监

4 August 2020, Tuesday | 2020 年 8 月 4 日, 星期二 | 0900 – 1000hrs

MICE Seminar 会奖主题论坛

Adaptation and Innovation of MICE industry under the new normal

常态化下会奖行业如何改变和创新

Hosted by China Business Event Federation (CBEF)

由 CBEF (中国商务会展联盟) 主办

The normalisation of epidemic prevention has forced the MICE industry to change its traditional operations, promote service innovation, and accelerate the transformation of corporate and association meetings in this new environment. Association managers, corporate MICE managers, meeting planners, digital and technology companies and industry suppliers from every sector have bravely faced immense difficulties brought upon by the epidemic. We've dared to challenge, dared to change, dared to innovate, and make the impossible possible. Hear from China Business Event Federation (CBEF)'s panel of industry experts as they share their innovation experience.

防疫常态化, 迫使会奖行业改变传统的运营方法, 推动了创新会奖服务模式, 加快了推进企业会奖及协会会议转型升级和创新发展。我们的协会管理人、企业会奖管理人、会议策划公司, 数字科技公司, 会奖产业的供应商勇敢地面对着疫情带给我们的巨大的困难, 敢于挑战, 敢于改变, 敢于创新, 把不可能变为可能。此次, 中国商务会展联盟 (CBEF) 联合首届中国(上海)国际会奖旅游博览会线上展会, 将于 8 月 4 日举办会奖行业教育论坛, 邀请行业专家分享创新经验。

Moderator 主持人

Alicia Yao Hong, Vice President, China Business Event Federation(CBEF)

姚红, 中国商务会展联盟副主席

Panellists 演讲嘉宾

Jack Yao Xin, Secretary General, China Council for the Promotion of International Trade(CCPIT) Commercial Sub-council

姚歆, 中国贸促会商业行业委员会秘书长

Catty Yun, Founder & Chairman, Sourcing China

云耸玉, 采购中国经理人协会创始人及会长

Tony Wan, CEO & Co-founder, 31 Events

万涛, 三一会议 CEO 与联合创始人

Becky Cao, Vice President, Global Sales, Greater China, Marriott International Inc

Becky Cao, 万豪国际集团大中华区环球销售副总裁

4 August 2020, Tuesday | 2020 年 8 月 4 日, 星期二 | 0900 – 1000hrs

CTW Conference 商旅主题论坛

Corporate Travel & Events Industry Outlook For 2021

后疫情时期：商旅行业的变革与展望

When will China's corporate travel rebound and what does its new recovery trajectory look like? How will the country's travel bubble strategy evolve beyond official and essential trips? Which are the likely regional and international markets to first experience the return of China's inbound and outbound business and meetings & events travel? In what way are corporate travel executives revisiting their policies and budget, and what are the new motivations to support the value and role of business travel for the rest of this year and the year ahead. Join us in this forum of perspectives with leading industry stakeholders.

中国商旅行业反弹，复苏轨迹；中国旅游刺激战略将如何激发商旅板块？首先受到中国境内外商旅活动行业回归的影响的区域及市场；企业会否对现有商旅政策与预算进行调整和优化以适应形势。盼与大家一同讨论分享。

Moderator 主持人

Patrick Chen, Director of Marketing & Promotion, Shanghai Municipal Administration of Culture and Tourism

陈平，上海市文化和旅游局宣传推广处处长

Panellists 演讲嘉宾

Ni Hui, President, Grand China MICE Holdings Co., Ltd.

倪晖，大新华会展控股有限公司总裁

Luc Lu, JAPAC Sr. Strategic Sourcing Manager, Beckman Coulter Diagnostics

陆晶明，贝克曼库尔特诊断 亚太战略采购负责人

Linda Xia, Head of Global Sales – China, Hyatt Hotels and Resorts

夏如，凯悦集团中国区全球销售主管

Fan Lifeng, Strategic Cooperation GM, Jing Dong Group

樊利峰，京东集团企业业务-战略合作负责人

5 August 2020, Wednesday | 2020 年 8 月 5 日, 星期三 | 0900 – 1000hrs

MICE Seminar 会奖主题论坛

Reopening Business Events: What can we do better?

重新举办商务活动：我们能做得更好吗？

Hosted by International Congress and Convention Association (ICCA)

由 ICCA（国际大会与会议协会）主办

Several months into the ‘new normal’, the impact of COVID-19 can be felt in every aspect of the meetings industry. While some organisations struggle, others have been able to operate and even reopen in hopes of rejuvenating a halted economy. However, have the actions taken been the most effective or responsible?

In this session, the panel will discuss on the reopening of business events in the region, share best practices and crisis-management plans they have implemented in their respective organisations.

在“新常态”几个月后，会议行业的方方面面都感受到了 COVID19 的影响。当一些组织苦苦挣扎时，另一些组织能够保持运作，甚至怀着振兴停滞不前的经济的希望重新开放。然而，其所采取的行动是最有效且负责任的吗？

在这一论坛中，演讲嘉宾们将讨论重新开放亚太地区的商务活动的相关议题，分享他们在各自组织中实施的最佳做法和危机管理计划。

Moderator 主持人

Noor Ahmad Hamid, Regional Director Asia Pacific, International Congress and Convention Association (ICCA)

Noor Ahmad Hamid, 国际会议协会，亚太区处长

Panellists 演讲嘉宾

Michael Kruppe, General Manager, Shanghai New International Expo Centre Co. Ltd.

迈克尔，上海新国际博览中心总经理

David Sun, Managing Director, MadTech Event Service Co., Ltd.

孙滔，北京锋滔会展服务有限公司执行董事

Jessica Chang, Managing Director, JCIM Limited

张功宜，洁心全球目的地营销（JCIM）董事总经理

5 August 2020, Wednesday | 2020 年 8 月 5 日, 星期三 | 0900 – 1000hrs

CTW Conference 商旅主题论坛

The New Age of Corporate Travel: AI, Personalisation and Vendor Innovations

商务旅行新时代：人工智能、个性化定制及供应商创新

The COVID-19 experience has thrust technology and digital adoption into the spotlight within a new contactless business-normal landscape. Artificial Intelligence (AI) is trending in service delivery to anticipate client needs and sustain their satisfaction. In the corporate service area, personalisation of services is likely to increase in demand as different companies seek custom solutions with varying requirements and focus. The choice of vendors would now include new KPIs that are innovation-driven with know-how, foresight and on-point solutions to help corporations navigate their policies and practices in the new age of corporate travel.

新冠疫情对商旅行业智能化是个考验。人工智能（AI），系统以及大数据是否符合企业优化基本服务和满足个性化服务的需求。供应商的选择是否将纳入创新驱动和数据管理，以及解决方案，以帮助企业迎来疫情后的商旅管理革新。

Moderator 主持人

Jonathan Kao, Managing Director, Greater China BCD Travel

高思伟, BCD Travel - 大中华区董事总经理

Panellists 演讲嘉宾

NIE Hongjun, CEO, MGDS

聂红军, 觅会易创始人

Li Lei, Founder & Director, Youli Hospitality Consulting Co., Ltd

李雷, 游迺咨询创始人

Leo Pan, GC Travel Counselor, Greater China, Boston Consulting Group

潘凌荣, 波士顿咨询有限公司大中华区差旅顾问

Kevin Hu, Finance Director, Shanghai Chicmax Cosmetics Co., Ltd

胡德明, 上海上美化妆品有限公司财务总监

Speakers' Profile



Alicia Yao 姚红

Vice President, China Business Event Federation(CBEF)
中国商务会展联盟副主席

Alicia has 30 years' working experience in international meeting, corporate events, luxury travel and tourism industry with CITS, from an incentive tour guide, national and international escort promoted to be a Travel Account Manager and a PCO as well as sales director and professional for incentive travel and business event industry. She was Deputy General Manager, CITS MICE when she started her own consulting company – IME Consulting in 2013. She is also a Board Director of SITE Global (2015 – 2017) and Deputy General Secretary of China M.I.C.E Committee, China Association of Travel Services. In addition, she is also a member of MPI, ICCA and received professional PCO training from IAPCO in 2001.

姚红拥有在中国国际旅行社（CITS）30年的工作经验，主要涉及国际会议、公司活动、豪华旅行&旅游业。从一名奖励旅游的导游、国内&国际陪同成长晋升为一名客户经理和 PCO，以及销售总监和奖励旅游&商务会议业的专业人士。她在 2013 年成立自己的咨询公司前担任国旅国际会议展览有限公司（CITE MICE）副总经理。姚红还是国际奖励旅游管理者协会（SITE Global）的董事成员（2015-2017 年）及中国旅行社协会会奖专业委员会（China M.I.C.E Committee）副秘书长。此外，她也是 MPI 和国际大会及会议协会（ICCA）成员，在 2001 年受过国际会议筹组人协会（IAPCO）的专业 PCO 培训。



Becky Cao

Vice President, Global Sales, Greater China, Marriott International
万豪国际集团大中华区环球销售副总裁

Becky Cao, Vice President, Global Sales, Greater China, Marriott International, managing an integrated sales force for all segments including direct sales, B2B marketing and eCommerce that optimize profitable market share across all revenue streams from the targeted, high-value accounts across Greater China. Becky manages the GSO Greater China Offices located in 9 cities including Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Nanjing, Chengdu, Hong Kong and Taipei. The GSO sales force are including both Core GSO team in 9 cities and Luxury GSO in Beijing, Shanghai, Guangzhou and Hong Kong.

Becky holds rich experiences in the hospitality industry and has achieved various industry awards in sales & marketing, sales team & leadership. She has created great value and won the trust & ultimate satisfactions from the customers, the team and the

served companies. She is passionate to promote Women In Leadership, Charity for Education in China, Hotel & Travel Industry's collaborations through associations. 12 years loyalty services at Marriott International holding numbers of leadership positions as Hotel Manager at Shanghai Marriott Hotel City Center, Global Sales Directors in multiple locations and Regional Directors in Greater China.

曹蓓蕾女士任职万豪国际集团大中华区环球销售副总裁，她领导万豪在该地区的环球销售办事处和销售团队及其各项市场销售和推广活动，全力支持万豪国际集团的全球整体市场营销策略和落实中国本地化营销的实施，提供高品质的和适合中国客户的全球酒店解决方案，积极为区内及全球各个万豪旗下 30 个品牌 7400 家酒店取得更多符合策略需要的业务。她负责领导和管理大中华地区 9 个环球销售办事处包括北京，上海，广州，深圳，杭州，南京，成都，香港和台北由环球销售核心团队和豪华酒店销售团队在北京，上海，广州和香港。

曹蓓蕾拥有丰富的酒店管理经验涉及酒店营运和市场营销，对大中华地区的酒店在境内和出境市场的营销推广和集团客户的销售有着深厚的积累和屡创佳绩的记录，多次连续获得全球及亚太地区优秀奖包括最佳营销精英，最佳营销团队和最佳营销领导力的各项殊荣，为其服务过的国际酒店集团（香港新世界，香格里拉和万豪）创造出积极的商业价值并赢得了客户的信任和满意，并为其合作过的旅行同行一起缔造了成功的酒店市场营销的生态渠道。她也致力于全方位地推动中国女性领导力，慈善帮学和旅行行业协会的各项社会公益工作。在此职位之前，她连续 12 年忠诚服务于万豪旗下，任职于上海雅居乐万豪酒店的酒店经理，万豪大中华区环球销售总监及区域总监。



Catty Yun 云耸玉

Founder & Chairman, Sourcing China
采购中国经理人协会创始人及会长

Catty Yun Songyu, held the positions as Procurement Director, Global advertising Procurement Manager, Global Event Supplier Management Manager, China Northern Direct\Indirect Procurement Manager in NBA, HP, Intel, DuPont and Bayer. She was also invited as the VIP speakers of forums at several Procurement Summits. Ms. Yun was also honored as Top 10 Newsmakers of 2016 Convention Industry.

Ms. Yun, in 2011, as the member of core team sat up Association of Manager for Sourcing China. She has been the Chairman since then. The association now has more than 5000 procurement

managers from the Fortune 500 and thousands of other famous companies.

云耸玉，MBA。曾就职于 NBA、HP、Intel、DuPont、Bayer 等跨国公司担任采购总监、全球广告采购经理、全球市场活动供应商管理经理、中国北方区直接与间接采购负责人等职务。多次被邀请在国内各大采购高峰论坛作为演讲嘉宾。

在 2011 年，云女士作为核心人员组建了以外企采购经理人为主的采购组织-采购中国，并担任会长职务，该组织拥有几千家企业的采购经理人，且以世界 500 强公司为核心的采购精英人士团体。

2016 年被评为“中国会议十大新闻人物”。



David Sun 孙滔

Managing Director, MadTech Event Service Co., Ltd.
北京锋滔会展服务有限公司执行董事

Graduated from Macquarie University with MBA and Master of Accounting, David Sun is Certified Practising Accountant. Mr. Sun was appointed at the vice chairman of exhibition committee of China Association of Exhibition Centers (2008- 2012), and member of Shanghai Tourism Standard Committee(2015 - 2018). MadTech Event Service Co. Ltd provides event venues in China the world-leading venue management technologies. Their clients include Shanghai Mercedes Benz Arena, Shanghai New International Expo Centre, Beijing Yanqi Lake International Convention & Exhibition Center and Hangzhou International Expo Center. Mr. Sun speaks fluent Mandarin, English and Cantonese. He works and lives in Australia and China.



Fan Lifeng 樊利峰

Strategic Cooperation GM, Jing Dong Group
京东集团企业业务-战略合作负责人

曾任西门子（中国）有限公司-供应链管理 SCM 间接物料采购负责人，毕业于亚洲（澳门）国际公开大学 MBA。京东集团最有影响力讲师（2019）、京东大学特聘认证讲师（2018-2020）、京东零售学院 PMP 项目管理讲师（2019-2020）

2014 年组建京东商旅团队、推出非标准产品标准化线上营销模式，“2015 年度中国会议十大杰出人物”，京东商旅获得“2015 年最佳 MICE 电商奖”

会议采购中国委员会 MPC-China 创始人，中国 MICE 行业最具影响力采购经理平台，2017 年被中国会展研究院吸纳下设机构



George Cao 曹志刚

Co-founder and CEO

龙途互动 CEO 与联合创始人

Mr. George Cao, now serving as CEO of Dragon Trail Interactive, leads the company with more than 20 years of experience in the travel and technology industries in China and in America. As an accomplished entrepreneur, Mr. George Cao previously founded two travel meta-search engines in the Silicon Valley and Beijing, Mountain View based Search Party and Go10000.com, introducing the concept of travel meta-search into the Chinese market. Prior to that George worked for Fortune 500 clients at Altio, one of the earliest B2B distribution platforms for hotels, WorldRES and as well as a deep knowledge working for international hotel chains in the US and China.

曹志刚先生现任龙途互动 CEO，他于 2004 年底从美国回国并创立龙途互动，利用旅游科技和数字营销，帮助支持全球旅游行业和旅游机构开拓中国市场。在美国学习和工作的十余年期间，曹志刚先生一直致力于将最新的信息技术运用到旅游行业中去，并且从事收益管理和旅游在线分销的工作，同时还参与了多家硅谷创业公司的建立与发展工作。

曹志刚先生毕业于美国康乃尔大学酒店管理学院，获得管理学硕士学位。

Jack Yao Xin 姚歆



**Secretary General, China Council for the Promotion of
International Trade(CCPIT) Commercial Sub-council
中国贸促会商业行业委员会秘书长**

YAO Xin (Jack YAO), graduated from MBA in University of Paris, now serves as Secretary General of CCPIT Commercial Sub-council and CAS Trade in Service Branch. He has over 11 years experience in service standardization. He is expert member of ISO/PC280(Management consultancy), ISO/TC309(Governance of organizations), SAC/TC83(Digital business), SAC/TC343(Project management), SAC/TC532(Brand evaluation), SAC/TC563(E-commerce quality management), and has developed over 20 International Standards, National Standards, Trade Standards and Group Standards in recent years.

姚歆，法国巴黎第一大学企业管理硕士毕业。现任中国贸促会商业行业分会秘书长、中国标准化协会服务贸易分会秘书长。具有超过 11 年以上的服务业标准化经验，担任国际标准化组织管理咨询项目委员会（ISO/PC 280）、国际标准化组织机构治理技术委员会（ISO/TC 309）、全国电子业务（SAC/TC 83）、全国项目管理（SAC/TC 343）、全国品牌评价（SAC/TC 532）和电子商务质量管理（SAC/TC 563）标准化技术委员会委员。曾主持和参与起草国际标准、国家标准、行业标准、团体标准 20 余项。



Jessica Chang 张功宜

Managing Director, JCIM Limited

洁心全球目的地营销 (JCIM) 董事总经理

- Managing Director of JCIM Limited.
- Melbourne Convention Bureau N. Asia Representation.
- Auckland Convention Bureau & New Zealand International Convention Centre Asia Representation.
- Queenstown Convention Bureau Asia Representation
- Consultant of IMM International conferences and meetings incl Worldwide Chinese Life Insurance Congress cum IDA Annual Conference.
- Ex-Director of MEET TAIWAN project office
- Ex-Director of Branding Taiwan project office
- Ex-Kuoni Operation Manager
- Ex-Hutchison Priceline Country Manager
- 洁心全球目的地营销 (JCIM) 董事总经理
- 墨尔本会议局 (MCB) 北亚及大中华地区总代理
- 奥克兰会议局 (ACB) 亚洲区总代理
- 新西兰国际会议中心 (NZICC) 亚洲区总代理
- 皇后镇会议局 (QCB) 亚洲区总代理
- 保险行销集团(IMM)国际华人保险大会暨国际龙奖 IDA 年会活动首席顾问
- 前台湾品牌耀飞计划 (BRANDING TAIWAN) 项目办公室主任
- 前台湾会展产业发展计划 (MEET TAIWAN) 项目办公室主任



Kevin Hu 胡德明

Finance Director, Shanghai Chicmax Cosmetics Co., Ltd

上海上美化妆品有限公司财务总监

英文名 Kevin，毕业于复旦大学，在外企从事财务工作超过 10 年，主要涉及快销品领域，之前就职于韩国爱茉莉集团和印度维布络集团，目前负责上美集团的财务工作。



Kitty Wong 黄洁仪

Chairwoman, K&A International Co., Ltd. and Expo Union Corporation

满力股份有限公司及展盟展览有限公司主席

Chairwoman of K&A International Co., Ltd. and Expo Union Corporation, Kitty Wong has worked diligently in the industry for decades. Wong and her team have organized countless successful events, showing extraordinary creativity and execution. For her efforts in promoting green MICE, she was praised as “Green Lady” of MICE industry. By gracing the cover of the Asian edition of Headquarters, a world-famous MICE trade journal, Wong became the first woman from Taiwanese MICE industry to ascend to world stage. She was awarded “Inspirational ICCA Woman award” at 2018 ICCA Congress, one of 10 women recognized and only representative from Asia who embody ICCA’s central principles and values.

身为满力股份有限公司及展盟展览有限公司主席的黄女士，数十年来兢兢业业。Kitty 与她的团队组织了无数成功的活动，展示了非凡的创造力和执行力。由于她常年来致力于绿色会展之推广，也被誉为 MICE 行业的“Taiwan Green Lady”。作为世界著名会展业刊物亚洲版的封面人物，黄女士成为第一位登上世界舞台的台湾会展业女性。在 2018 年 ICCA Congress 上，她被授予 “Inspirational ICCA Woman Awards”，是亚洲公认的、唯一能体现 ICCA 核心原则和价值观的十位女性代表之一。



Leo Pan 潘凌荣

GC Travel Counselor, Greater China, Boston Consulting Group
波士顿咨询有限公司大中华区差旅顾问

在加入波士顿咨询公司之前，我曾在礼来从事过会议和活动相关的采购工作，在此期间和很多 MICE 公司打过交道，了解了作为甲方如何同供应商合作共进。再之前，我在国旅和运通合作的国旅会展上海公司工作，负责大客户的客户管理和维护工作，在这里学会了很多行业知识。



Li Lei 李雷

Founder & Director, Youli Hospitality Consulting Co., Ltd
游邇咨询创始人

Youli Hospitality Consulting is a consulting firm specializing on representing overseas hotel chains or brands in Greater China market. They help the clients create the total strategy of Sales & Marketing for China market, facilitate the execution and delivery, and manage the relationship with all the related stakeholders in China.

Li Lei is the founder of this company. Prior to it, he held a role of Director, Global Corporate Sales for Starwood Asia Pacific Division. He reported to VP, Sales – Asia Pacific and worked with the global and divisional sales team to establish and implement the corporate segment strategies across the division. Before taking this role, he was Director of Starwood Sales Organization Shanghai office. He led Starwood's biggest SSO team to drive revenue from 300 key accounts and 1,000 contacts for Starwood's hotels around the world.

11 years of hospitality experience solely spent with Starwood, Li Lei started as Management Trainee at Westin Shanghai and then continue his passion in Starwood AP Head Office and properties like Sheraton On The Park Sydney, The St. Regis Shanghai (currently The Hongta Hotel, A Luxury Collection Hotel), The St. Regis Singapore, Sheraton Imperial Kuala Lumpur and The Westin Langkawi. A Chinese native, Li Lei, as the main person in charge, successfully served the delegation led by President Hu, Jintao and President Xi, Jinping at The St. Regis Singapore. Li Lei holds a Master Degree of Tourism Management from Fudan University, Shanghai. He enjoys family time with his wife and son. Apart from his commitment to his family, he finished 2 full marathons and 7 half ones. He is also the finisher of half Olympic-distance triathlon.

游邇咨询是一家专注于酒店行业的市场营销代理公司，为境内外酒店集团以及单体酒店在中国市场实施个性化的整合营销。基于团队在国际品牌酒店总共 35 年的营销经验，游邇致力于为境内外中小型酒店集团和单体酒店在核心客源市场拓展营销渠道并且提升中国旅游者的入住体验。

李雷先生是公司的创始人。在创业之前，他担任喜达屋集团亚太区公司商旅市场总监 (Asia Pacific Corporate Segment Leader)，是进入亚太区销售管理团队的第一位也是唯一一位中国人。再之前，他管理喜达屋最大的全球销售办公室——上海办公室，带领团队开发和维护着不同门类和渠道的 300 多个重点客商以及 1000 多位重点客户的紧密合作。

李雷从门童做起，11 年的职业生涯只服务过 1 家公司(喜达屋)。他历经上海威斯汀酒店的管理培训生和喜达屋亚太区市场销售管理培训生，先后工作于新加坡喜达屋亚太区办公室、澳大利亚悉尼喜来登海德公园酒店、上海瑞吉红塔酒店(现上海红塔豪华精选酒店)、新加坡瑞吉酒店、马来西亚吉隆坡喜来登帝王酒店和马来西亚兰卡威威斯汀酒店。他曾经在新加坡瑞吉酒店成功的接待过两任中国国家主席胡锦涛和习近平先生的代表团。

李雷毕业于上海复旦大学，获旅游管理硕士学位。他和太太以及 10 岁的儿子居住在上海。他是体育迷，曾经完成了 2 次全程马拉松和 7 次半程马拉松，以及 1 次半程奥林匹克距离的铁人三项赛。



Linda Xia 夏如

Head of Global Sales – China, Hyatt Hotels and Resorts
凯悦集团中国区全球销售主管

Linda Xia is Head of global sales, China for Hyatt Hotels and Resorts based out of Shanghai and has been in her position since February 2019. Linda is responsible for driving collaborative initiatives focused on sales strategy and profit performance. She specializes in sales distribution management, strategy creation and execution as well as a creating a sales and digital management culture within the company.

Within over 15 years' hospitality experience, Linda has held leadership positions within the regional sales team as well as being Director of Sales, Business Development Director and project management. Prior to her current position, she was Senior Director of MICE China in Hyatt group.

Linda graduated from "China East Normal University" in 1998 and holds a bachelor degree of International Economy Law. Her personal interest is reading, traveling and art.

Linda Xia, 夏如担任凯悦集团中国区全球销售主管一职，凯悦集团中国区总部设在上海，自 2019 年 2 月以来一直担任此职务。Linda 主要负责推进凯悦集团旗下全球酒店的销售策略，同步优化销售的利润表现。她较擅长销售分配管理，策略创建和运营执行，并重在发掘集团内部有潜力的销售人员和跟进数字化在线管理。

Linda 拥有超过 15 年的酒店业务经验，曾在区域销售团队中担任重要管理职务，曾担任销售总监，业务发展总监和项目管理。在现任职务之前，她担任凯悦集团全球 MICE 中国区资深销售总监的一职。

Linda 于 1998 年毕业于华东师范大学，并拥有国际经济法 x 学士学位。她的个人兴趣爱好是阅读和旅行。



Michael Kruppe 迈克尔

General Manager, Shanghai New International Expo Centre Co. Ltd.

上海新国际博览中心总经理

Board Member UFI

Vice Chairman of Chinese Venue association

Chairman of Pudong New Industry Association

Board member of German Centre in Shanghai

Awards:

2017 Magnolia Award given by Shanghai Mayor for longtime sustainable support of economic development of Shanghai

Career background:

1986-2002

Manager at Helm Group in Germany, China and Hong Kong
Worldwide Sales/Marketing and Procurement of ingredients and raw material for chemicals, food, pharmaceuticals and steel industry

Organizer of exhibitor events worldwide on relevant exhibitions, conferences and forums

2002-2013

General Manager for German and Irish companies in China.

Responsible for setting up sales and marketing strategies in China and Asia , mainly for MNC targeting local and international players in the region.

Setting up 2 new large factories and operations in Shanghai.

Continuing to plan and execute shows as an exhibitor.

2014-now

General Manager - SNIEC

Shanghai New International Expo Centre

One of the world's most successful exhibition centre with annually ard. 8 mio. visitors, over 120,000 exhibitors and an average occupation rate over 70 pct in 2019, covering a total area of 300.000 m2



Ni Hui 倪晖

President, Grand China MICE Holdings, Co., Ltd.

大新华会展控股公司总裁

Graduated from Beijing International Studies University, Ni Hui has over 20 years experiences in tourism and MICE industry. He used to be the Deputy GM of CYTS (China Youth Travel Service) MICE, GM of CTS (China Travel Service) MICE. In the year 2011, Mr. Ni founded Grand China MICE and led the company become one of the top five in China MICE industry. Mr. Ni is currently the president of Grand China MICE Holdings, Co., Ltd. The company was honored as China's Best PCO for the past 8 years.

毕业于北京第二外国语学院，有 20 年的旅游行业及会展行业的从业及管理经验，曾先后历任中青旅会展副总经理，中旅会奖旅游中心总经理、中旅会展总经理、中旅会展常务副总裁。自 2011 年创建大新华会展公司以来，白手起家，两年内立足并迅速成为会展行业前五大专业会展服务企业。倪晖先生现任大新华会展控股有限公司总经理及大新华运通国际商务旅游有限公司总经理，并带领大新华会展连续多次荣获中国最佳 PCO 大奖及各项 MICE 大奖。



Nie Hongjun 聂红军

CEO, MGDS
觅会易创始人

20 多年的产业经验，致力于解决产业“系而不统”的“被迫创业者”，毕业于瑞士洛桑酒店管理学院。



Noor Ahmad Hamid

Regional Director Asia Pacific, International Congress and Convention Association (ICCA)
国际会议协会亚太区处长

Noor has been the Regional Director Asia Pacific of ICCA since 2009. Prior to joining ICCA, he began his career in tourism marketing with the national tourist authority - Tourism Malaysia where he has handled and overseen the international & domestic tourism promotion, media hospitality, meeting & incentive projects and event organising.

Under Noor's leadership, ICCA Asia Pacific Office has seen a major expansion in terms of size with the establishment of a Global Research Centre, and it paved the way for more comprehensive research projects undertaken by Kuala Lumpur-based research team for the benefit of members and the association community worldwide.

In his current role as Regional Director Asia Pacific, Noor continues to be a vital ambassador for ICCA and represents ICCA in numerous talks in the region at national & regional meetings forums. In addition, he provides training workshops and leads educational seminars in bidding & marketing. He also sits on the Founding Advisory Board and serves as Ambassador for the ASAE Great Ideas in Association Management Conference Asia Pacific. His aim is to help grow the international meetings industry in the Asia Pacific region.

Noor 从 2009 年加入 ICCA 后即积极扩增研究团队，使其成为 ICCA 全球研究中心，专职综合性研究计划，对全球会员提供助益。过去任职马来西亚促进局，负责国际及国内旅游推广，媒体接待，会议及奖励旅游等活动策划，在其为期 16 年的马来西亚旅游促进局工作期间，负责多项活动管理，赞助和创新旅游等商业计划。

Patrick Chen 陈平**Director of Marketing & Promotion, Shanghai Municipal Administration of Culture and Tourism****上海市文化和旅游局宣传推广处处长**

Mr. Patrick Chen was graduated from Shanghai University, MPA of Shanghai Jiao Tong University. He joined in Shanghai Municipal Tourism Administration in 1998 and worked in Human Resources Department and now is the director of marketing & promotion, Shanghai Municipal Administration of Culture & Tourism. He's in charge of the international and domestic marketing and promotion for Shanghai Culture & Tourism and focuses on international meetings, conferences and incentive travel promotion for the city of Shanghai as well. On behalf of SMACT, Patrick is an active member of International Congress and Convention Association (ICCA) and was Vice Chair of ICCA Asia Pacific Chapter during 2010-2013. He was also appointed as Secretary General of ICCA China Committee, Director General of Steering Committee of Shanghai Meetings and Conference Standard Commission.

Since 2006, Patrick started to launch "Shanghai Conference Ambassadors" program on behalf of SMTA. By 2018, 116 industry leaders from over 30 fields including IT, Medicine, Finance, City Developing etc. have been appointed as Conference Ambassadors by SMTA. With their support, Shanghai has hosted over 300 middle to large scale international meetings and conferences already.

陈平毕业于上海大学, 并获上海交通大学公共管理硕士学位。他于1998 年加入原上海市旅游局, 并先后在组织人事处和国际旅游促进处工作。2019 年 3 月起, 陈平任上海市文化和旅游局宣传推广处处长。

陈平负责上海入境旅游和国内文化旅游市场推广宣传工作, 并专注上海在国际会议、奖励旅游市场上的宣传推广工作。2001 年上海市旅游局加入国际会议和大会协会 (ICCA), 陈平代表上海市旅游局积极参与 ICCA 的各类活动并成为活跃的会员代表之一, 2010-2013 年期间他被选举担任国际会议和大会协会 (ICCA) 亚太区副主席一职。2010 年 9 月, ICCA 中国会员组织成立 ICCA 中国委员会, 陈平成为 ICCA 中国委员会规划发展工作组秘书长, 负责与国内会员以及 ICCA 亚洲分布及总部联系工作。2014 年被上海市旅游标准化委员会任命为 "上海市旅游标准化技术委员会会展奖励旅游专业委员会" 主任委员。

根据上海市文化和旅游局发展上海做作为亚太地区会展奖励旅游目的地的目标, 陈平自 2006 年起组织实施上海市旅游局推行的 "上海会议大使" 聘任工作, 截至 2018 年已聘请上海会议大使 116 位, 为上海吸引招徕数百个国际国内大型会议。



Sharon Liu 刘大大

**Business Development Director of Tencent Cloud Media,
Tourism and Telecom Industry Center**
腾讯云传媒地产文旅与运营商中心拓展总监

Sharon has extensive experience in digital consultative management and Cross-cultural marketing across diverse industries, FMCG, tech, telco, media. A 360-degree Brand Steward serving global accounts.

She now works in Tencent Cloud as Global business development manager, helping bridging the West and the East by providing industry-related cloud consultation

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Tony Wan 万涛

CEO & Co-founder, 31 Events
三一会议 CEO 与联合创始人

Tony Wan has more than 10 year experiences in IT consulting and software development, and also has rich management experiences of strategy, process, product and company. He was co-founder of AMT Consulting which is the leading IT consulting service organization in China and had listed in public.

Tony focuses on solving the problems of efficiency, effect and experience of marketing activities faced by B2B enterprises. The digital technology of face-to-face marketing was as the point of penetration, and gradually into the field of marketing automation. By providing different scenes of the marketing operating solution which is close to customers need, 31 Events wins the favor of about 300 thousand organizations, and becomes the leading company in the field of digital conference and marketing automation in China.

31 会议致力于运用物联网、大数据、云计算、人工智能技术提升会议场景的效率和体验。31 会议是国内第一的数字会务系统供应商，是诸多世界知名大会的 IT 服务方。业务领域涵盖政府大会、社团大会和企业会三大领域。同时 3 也为展览、场馆、社团、企业级会议管理提供基于云的管理系统。

31 会议成功获得包括软银资本在内 3 轮资本垂青。并获得行业众多奖项。目前是上海市高新技术企业，并入选上海软件企业最快成长 top100（2018）。



Zoe Lo 鲁昭仪

Regional Director, Mainland, Hong Kong Tourism Board
香港旅游发展局中国内地区域总监

The Hong Kong Tourism Board (HKTB) announced that Ms Zoe Lo was appointed Regional Director, Mainland, effective 1 April 2019. In her new role, Ms Lo will lead the development and implementation of the HKTB's marketing strategies in the Mainland and oversee all HKTB offices in the region. HKTB Executive Director Mr Anthony Lau expressed confidence in Ms Lo in her new role, "With Zoe's extensive marketing and public relations experience, as well as strong trade expertise and connections in the region, I am sure she will steer our business to new heights and foster the sustainable development of the market." Ms Lo joined the HKTB in 2014. Prior to this appointment, she was the Senior Manager, North and Northeastern China, Chief Representative of Beijing and Chengdu Offices for the HKTB.

任命鲁昭仪女士 (Zoe Lo) 为香港旅游发展局中国内地区域总监，她将全面负责旅发局在中国内地业务的策略规划和有效拓展，统管内地各办事处的工作。鲁昭仪女士已于 2019 年 4 月 1 日在北京履新。香港旅游发展局总干事刘镇汉先生表示：“鲁昭仪女士拥有丰富的市场营销和公关经验，对内地市场有着深刻的洞察，并且在旅游行业拥有资深的背景和广泛的人脉。我坚信，她将继续发挥所长，进一步推动香港旅游业在内地健康、稳定的可持续发展，积极顺应行业及消费者旅游的新趋势，带领香港旅游业在内地市场发展再创新高。”

鲁昭仪女士在旅游行业拥有丰富的工作经验，她于 2014 年加入旅发局，曾任华北-东北区高级经理/驻北京首席代表、华中-华西区首席代表。