



GLOBAL TOURISM CITIES CONFERENCE 2015

9 - 10 June 2015

Pullman Putrajaya Lakeside, Malaysia

www.globaltourismcitiesconference.com

**Gearing Up the Global Tourism Cities Development:
New Directions and Strategies**

Co-organised by:



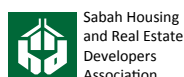
Kuala Lumpur
Tourism
Association



Endorsed by:



Association
of Consulting
Engineers
Singapore



Sabah Housing
and Real Estate
Developers
Association



Media Partners:



OVERVIEW

Malaysia has been chosen as the host venue for the 4th Global Tourism Cities Conference (GTCC) – one of the leading conferences for tourism industry focusing on tourism cities from 9 - 10 June 2015.

The Global Tourism Cities Conference 2015 (GTCC 2015), themed “Gearing Up the Global Tourism Cities Development: New Directions and Strategies”, is expected to bring together 500 odd experts and delegates including city planning and development experts, tourism and hospitality products and services providers, government leaders, policy makers and captains of industry from across the region. They will converge at this conference; meet face to face to discuss a wide spectrum of issues and developments in urban tourism product development, and share success stories and frameworks at the same time strengthen friendship.

The Objectives of Global Tourism Cities Conference 2015

- To provide a conduit for the pan-Asian regulatory authorities and commercial players to exchange knowledge on building sustainable Global Tourism City
- To discuss on sustainable issues and challenges underpinning the Urban Tourism industry
- To share and exchange experiences in successful city tourism planning and development of a sustainable tourism city
- Facilitate the dissemination of information and subsequently opening up new turfs of business opportunities in high-end tourism developments and expansion to the industry players

Be Part of GTCC 2015!

There are several ways for your organization to be part of this renowned tourism industry event.

- Become an Endorser
- Become a Sponsor
- Become an Exhibitor
- Advertise in our Program Book
- Attend as Delegate

Take the opportunity to get your message across. Contact the organizer for details on participation opportunities at Tel: +603 – 4045 5999 or email: conference@confexhub.com.

Benefits of Attending Global Tourism Cities Conference

- Network and exchange of ideas with key regulators and captains of the industry
- Exchanging ideas on the planning and development of sustainable Global Tourism cities
- Sharing knowledge and experiences on the sustainability of global tourism cities
- Explore current and emerging strategic development of plans and opportunity in urban tourism
- Explore new opportunities for business expansion
- Take away practical knowledge about effective marketing and branding strategies
- Participate in supporting industry strategic forums and be informed of the latest developments
- Gain insights into the latest trends and technological application advances impacting urban tourism

Who Should Attend?

- Academia of Urban Planning, Economic Development and Tourism
- Airline Operators
- City Advertising Agencies and Hospitality Publishers
- City Hall and Local Council Officials
- City Planners
- City Solutions Providers
- City Landscaping Operators
- Climate Change and Environmental Management Researchers
- Engineering Construction Companies
- Fund Management Firms
- Governors and Mayors
- Green Energy Solutions Providers
- Heritage and Parks Operators
- Housing and Commercial Property Developers
- Hotels & Resorts Managers and Operators
- Hotel and Hospitality Management Operators
- Hospitality Schools
- Infrastructure Project Financiers, Investors, Bankers and Venture Capitalists
- IT and Network Operators
- Medical and Health Centre Operators
- Ports, Airports and Roads Infrastructure Providers
- Ports, Airports and Roads Operators
- Rail Network Infrastructure Providers
- Rail Network Operators
- Security Operators and Law Enforcement Officers
- Senior Government Tourism Authorities and Officials
- Senior Government Economic, Housing, Industrial and Public Works Officials
- Tour Operators
- Tourism Boards and Agencies
- Urban Architectural & Design Firms
- Urban Developers
- Utilities Operators
- Waste Management Operators

Program

DAY ONE: 9 JUNE 2015, TUESDAY	
8:30AM	Global Tourism Cities Conference 2015 Registration
9:00AM	Delegates to be seated at the Conference Hall
9:15AM	Arrival of Guests
9:25AM	Arrival of Guest of Honor
OPENING CEREMONY	
9:30AM	WELCOME ADDRESS YBhg. Datuk Abdul Aziz S.A. Kadir, Chairman, Confexhub
9:40AM	INAUGURAL ADDRESS AND LAUNCH OF GLOBAL TOURISM CITIES CONFERENCE 2015
10:00AM	Networking & Refreshment Break
PLENARY SESSION	
10:30AM	KEYNOTE SPEECH 1: Kuala Lumpur's Journey Towards A Global Tourism City: Achievement and Challenges
11:15AM	KEYNOTE SPEECH 2: Green Growth and Travelism – The Pivotal Role of Cities
12:00PM	KEYNOTE SPEECH 3: Sustainable Tourism Cities: Inclusive, Green, Resilient & Connected
12:45PM	Luncheon for Guest Speakers and Delegates
SESSION ONE: UNIVERSAL DESIGN OF TRANSPORTATION SYSTEM TO MEET GROWING TOURISM EXPECTATIONS	
1:45PM	Paper 1: Investing in Advanced and Modern Transport Infrastructure for Overcoming the Barrier of Tourism Growth
2:25PM	Paper 2: Transport Planning in Meeting the Needs of Leisure and Business Travellers
3:05PM	Paper 3: Innovative Transportation Approaches in Creating Additional Attractions of A City
3:45PM	Open Forum: Comments, Questions and Answers
3:55PM	Networking & Refreshment Break
SESSION TWO: SPECIAL VISITOR DISTRICT DEVELOPMENT AS AN ECONOMIC ACCELERATOR	
4:25PM	Paper 4: Developing A Special Visitor District As Urban Tourism Product
5:05PM	Paper 5: Special Visitor District As Anchor for Regenerated Dockland Zones
5:45PM	Open Forum: Comments, Questions and Answers
5:55PM	CONFERENCE DAY 1 ENDS

Program

DAY TWO: 10 JUNE 2015, WEDNESDAY	
SESSION THREE: INTEGRATING 'GREEN' TO TOURISM CITY PLANNING FOR SUSTAINABLE CYCLES	
9:00AM	Paper 6: Rise of Green Technologies in Tourism Industry
9:40AM	Paper 7: Plan and Design A Functional and Architecturally 'City in A Garden'
10:20AM	Paper 8: Development of Eco-friendly Hotels and Catering Facilities for Better Tourism Economy
11:00AM	Open Forum: Comments, Questions and Answers
11:10AM	Networking & Refreshment Break
SESSION FOUR: ARCHITECTURAL TOURISM: HOW GREAT ARCHITECTURE ATTRACTS TOURISM	
11:40AM	Paper 9: Creation Of Unique Infrastructure with Unprecedented Iconic Illumination
12:20PM	Paper 10: Adding Further Magnificence to Incredible Cultural Facilities as Tourist Attractions
1:00PM	Open Forum: Comments, Questions and Answers
1:10PM	Luncheon for Guest Speakers and Delegates
SESSION FIVE: DEVELOPMENT OF THEMATIC CITY FOR SUSTAINABILITY	
2:10PM	Paper 11: Theme Attraction Feasibility Studies: What Work Best for You
2:50PM	Paper 12: Develop A Unique Family Entertainment Centre that Entertain the Entire Family
3:30PM	Paper 13: Accelerating Infrastructure and Transportation in A Thematic City
4:10PM	Open Forum: Comments, Questions and Answers
4:20PM	TOURISM INDUSTRY CATALYST FORUM: Gearing Up the Global Tourism Cities Development: New Directions and Strategies
5:20PM	CONFERENCE DAY 2 ENDS

**This Program is subjected to change and for updated program, please logon on to www.globaltourismcitiesconference.com
Program @ 15 April 2015
Copyright © Confexhub. All Rights Reserved.*

The Exhibition / Sponsorship Opportunities

The Global Tourism Cities Conference 2015 Exhibition runs alongside the conference will be featuring key companies involved in the development of urban tourism products from financing, standards, consulting and technical aspects. The sponsorship program has been specially designed to give industry leaders opportunity to increase visibility and enhance corporate profile. Partners and sponsors will enjoy sustained profiling impact through continuous promotion before, during and even after the conference. There are various opportunities to support and be associated with this prestigious and unique event.

Why Exhibit In GTCC 2015?

- Support existing clients and local agents
- Generate and establish new sales leads, business contacts and build network
- An ideal platform to project brand image and stay competitive in the industry.
- Establish your presence in a new market.
- Engage new partners from the region

General Sponsorship

Sponsorship Packages	USD
Titanium Sponsor	30,000
Platinum Sponsor	20,000
Gold Sponsor	15,000
Silver Sponsor	12,000
Cocktail Sponsor	15,000
Luncheon Sponsor	10,000
Refreshment	5,000 per session
Conference Session Sponsor	5,000 per session
Conference Bag	15,000
Conference Kit	15,000
Name Badge Lanyard	5,000
Advertisement (FPFC)	1,000

■ Please note: If one of our sponsorship packages doesn't suit you, don't hesitate to ask, we are happy to tailor a package to suit your needs

The Venue

Pullman Putrajaya Lakeside, the new elegant addition to Putrajaya, the epitome of class and a heaven of sensory delights is the host venue of GBPW 2015. Striving to serve the guests with unique Malaysia's multicultural background, the hotel is crafted in 4 wings with 2 ents to depict architecture and ambiances that are distinctively ethnic Malay, Chinese, Indian and of the Borneo continent.



Who Should Exhibit?

- Airline Operators
- City Advertising Agencies and Hospitality Publishers
- City Planners
- City Solutions Providers
- City Landscaping Operators
- Engineering Construction Companies
- Environmental Management Operators
- Fund Management Firms
- Green Energy Solutions Providers
- Hotels & Resorts Operators
- Hotel and Hospitality Management Operators
- Hospitality Schools
- Infrastructure Project Financiers
- Ports, Airports and Roads Infrastructure Providers
- Ports, Airports and Roads Operators
- Rail Network Infrastructure Providers
- Rail Network Operators
- Tour Operators
- Tourism Boards and Agencies
- Urban Architectural & Design Firms
- Urban Developers

Standard Exhibition Space

Exhibition Space Size		USD
6sqm	Early Bird	3,000
	Normal	3,500
12sqm	Early Bird	5,000
	Normal	6,500



CONTACT US

Ms. Dinusha W. Surendre
Global Tourism Cities Conference 2015 Secretariat
c/o Confexhub Group
 Suite 1707, Level 17, Plaza Permata
 6, Jalan Kampar, off Jalan Tun Razak
 50400 Kuala Lumpur, Malaysia
 T: +603 4045 5999
 F: +603 4050 5099
 E: conference@confexhub.com

Delegates' Accommodation

No. 2, Jalan P5/5, pesint 5, 62200 Putrajaya, Malaysia


Tel: (603) 8890 0304


Contact Person:
Ms. Shelby Khoo
Email: abdm@pullmanputrajaya.com

URL: www.pullmanputrajaya.com

Room Type	Single	Double
Superior / Deluxe	RM296.80nett	RM328.60nett
Deluxe Balcony	RM360.40nett	RM392.20nett
1 Bedroom Apartment	RM434.60nett	RM466.40nett
Executive Suite	RM561.80nett	

*Room rates are inclusive of 6% GST and Breakfast


POTRAJAYA LAKESIDE



GTCC 2015 HOTEL RESERVATION FORM



Title ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Others (specify) : _____

Name (as per passport) _____

Email _____

Passport No. _____ Date of Issue / /

Country of Issue _____ Expiry Date / /

Job Title _____

Company _____

Address _____

City/State _____ Postcode _____

Country _____

Telephone* _____ Fax* _____

Mobile Number* _____

*(Please include country and area code)

HOTEL ROOM RESERVATION

Choice of Hotel:
(Please specify name of hotel.
Reservation is for approved
GTCC 2015 hotels only)

Single or Twin-Sharing
(Please Specify)

Rate Per Room Per Night
(Please specify Rate)

Check-In Date

Check-Out Date

For Twin-Sharing room, please provide full name of room-mate: (as per passport)

Title ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Others (specify) : _____

Name _____

MODE OF PAYMENT

Reservation of hotel rooms is on first-come-first served basis. Reservation will only be made upon receipt of this reservation Form. Credit Card payments for hotel accommodation are charged in USD. Payment is to be made to the hotel specified by you and charge to your Credit Card account indicated below. Rooms booking confirmation letter will be issued by the hotel as proof of reservation.

☐ **PAYMENT BY CREDIT CARD (USD)**

I hereby authorized USD _____ to be charged to my credit card below for the hotel reservation.

Credit Card: ☐ Visa ☐ Master (3 digit Security Code Number - on back of card _____)

Name : _____ (as appears on card) Credit Card No. : _____

Expiry Date : _____ Signature : _____ Date : _____

*(Signature must correspond with the
specimen signature of the Card Account)

Note: For room reservation, please complete the Hotel Reservation Form and fax or email to the hotel of your choice directly

GTCC 2015 REGISTRATION FORM



Title ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Others (specify) : _____

Name (as per passport) _____

Email (for correspondence purposes) _____

Passport No. _____ Date of Issue D D / M M / Y Y Y Y

Country of Issue _____ Expiry Date D D / M M / Y Y Y Y

Job Title _____

Company _____

Address _____

City/State _____ Postcode _____

Country _____

Telephone* _____ Fax* _____

*(Please include country and area code)

Fee per Delegate	Non-strategic Partner Members		Strategic Partner Members	
	1-2 Delegates	3 & Above	1-2 Delegates	3 & Above
Early Bird Fee (registration with FULL payment received before 20 April 2015)	USD 620 <input type="checkbox"/>	USD 570 <input type="checkbox"/>	USD 570 <input type="checkbox"/>	USD 520 <input type="checkbox"/>
Normal Rate (registration with FULL payment received before 20 May 2015)	USD 720 <input type="checkbox"/>	USD 670 <input type="checkbox"/>	USD 670 <input type="checkbox"/>	USD 620 <input type="checkbox"/>
Walk-In Fee (registration with FULL payment received after 20 May 2015)	USD 850 <input type="checkbox"/>			

* Fees are subjected to 6% GST

PAYMENT

- Full payment is required with your Registration Form before the Conference day. Tax-Receipt will only be issued upon receipt of full payment.
- Conference Registration fee includes lunches, refreshments, complete set of documentation and entry to the Exhibition. The Conference Registration fee, however, does not include travel, accommodation and incidental costs.
- All payments should be made in USD (\$) or MYR (RM) by bank draft, telegraphic transfer or cash only.
- All registrations by fax or post MUST reach us before 20 May 2015, after which late registrations will be considered as "WALK-INS" and subjected to "WALK-IN" fee.

PARTICIPATION TERMS & CONDITIONS

- Delegates may be substituted at any time, in writing, at NO extra charge.
- Cancellations received in writing before 20 May 2015 will be refunded, less a MYR 300 administrative fee. Cancellations received thereafter are not refundable.
- Confexhub reserves the right to reschedule or cancel the conference, exhibition, cocktail reception, due to circumstances beyond their control and reserves the right to make changes to the conference program or speakers without prior notice.
- Should the event and all its related activities be cancelled, curtailed or adversely affected by any cause not within the reasonable control of Confexhub including but not limited to war, fire, national emergency, labor dispute, strike, lock-out, civil disturbance, Act of God, or non-availability of premises for any reason, Confexhub shall be under no obligation to refund all or part of the sums paid by the delegate in respect of his/her participation in the workshop. Confexhub shall be under no liability to the delegate or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the delegate as the result thereof

PLEASE COMPLETE AND FAX BACK TO +603 4050 5099

For enquiries, please contact at +603 4045 5999 or email: conference@confexhub.com