



THE ASSOCIATION
MAGAZINE

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

Headquarters

JULY 2016

ASIA PACIFIC

Interview

NOPPARAT MAYTHAVEEKULCHAI

SPREADING THAILAND'S
MICE WINGS

Also in this issue

THE STORY OF APFAO

**ADELAIDE,
THE BIOMED CITY**

CASE STUDY: LNG18



WWW.MEETINGMEDIAGROUP.COM

A DEDICATED WEBSITE FOR THE MEETINGS INDUSTRY COMMUNITY

AVAILABLE ONLINE:

WORLDWIDE NEWS

CYBER TOURS

INTERVIEWS

PARTNERS DIRECTORY

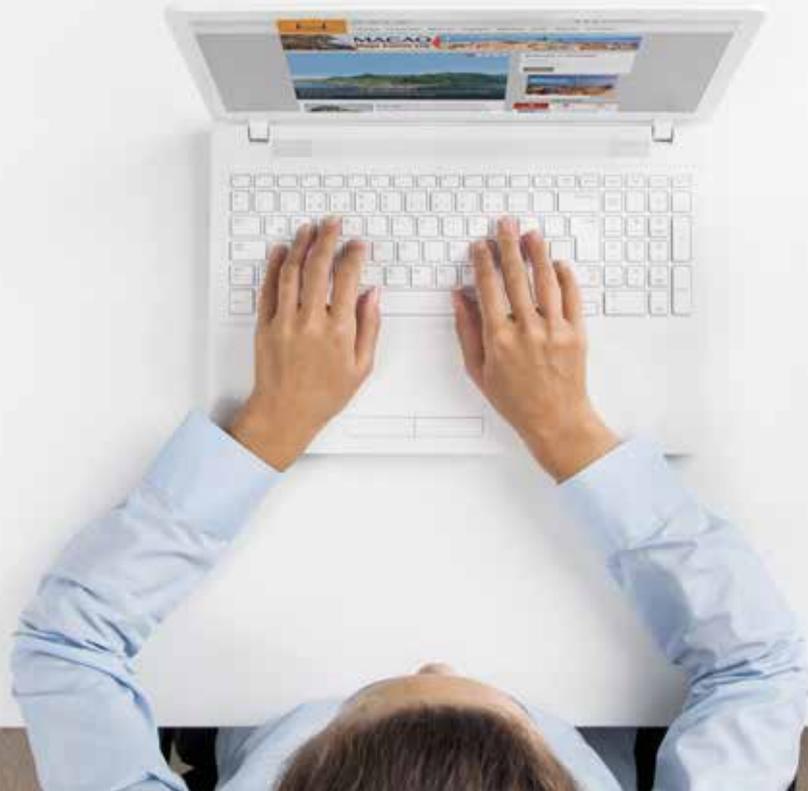
ASSOCIATION PROFILES

ASSOCIATION MANAGEMENT ISSUES

DESTINATION FOCUS

EVENTS & FAIRS

MEETING TRENDS



BROUGHT TO YOU BY THE PUBLISHERS OF HEADQUARTERS, THE ASSOCIATION MAGAZINE



A SPARK CAN LIGHT A FIRE!

MARCEL A.M. VISSERS EDITOR IN CHIEF

It is not the first time that I express my opinion about trends in our Industry. Believe me, I am not a big fan of trends without a serious research background. During fairs I am often confronted with the expression that Asia is potentially the key growth area for meetings. I have been hearing that for the past ten years. Is that a trend? No, that's business talk. Yes, there is growth in Asia Pacific but the association business is developing in a very slow way.

I think that my Asian association friend – and by that I mean the well-known Bobby from the Philippines – will agree with me. In his professional life his name is Octavio B. Peralta and he is President & CEO of PCAAE, the Philippine Council of Associations and Association Executives. He is one of the most active key people in the Asian association industry. Bobby has built up a good relationship with Jeffers Miruka, President of the recently-born African Society of Association Executives. They have a common dream: the establishment of a World Association Society.

And I have actually just received some very positive news from Bobby about major developments in the Philippines. Let's start with his dream: *"A new baby, 'The Association World' magazine is born in the Philippines and will be distributed to over 200 association professionals. This magazine aims to raise public awareness on the role associations play in the larger context in a country. PCAAE counts at this moment over 200 members from 86 associations. They have a combined membership estimated at around 5 million individuals."*

The second development is that APFAO, the Asian Pacific Federation of Association Organizations, had its first general meeting last April in Hong Kong, bringing together the four existing members and representations from Japan, Malaysia and Singapore which are also aiming to set up similar 'associations of associations'.

And yes Bobby, we are more than happy with the new, formal partnership between Headquarters Asia Pacific and APFAO, the way ESAE supports Headquarters in Europe. Read the story behind it on pages 10-11 of this edition.

MORE STORIES ON WWW.MEETINGMEDIAGROUP.COM

CONTENTS

FOR THE MATTER

06 / On the Radar

08 / Association Portrait

10 / APFAO

13 / Cover Interview

CASE STUDY

16 / LNG18

IN THE WORLD

18 / Adelaide

20 / IAPCO & New Zealand



Editor in Chief
Marcel A.M. Vissers
T. +32 (0)3 226 88 81
marcel@meetingmediagroup.com

Managing Editor
Rémi Dévé
T. +32 (0)2 761 70 55
remi@meetingmediagroup.com

Managing Director
Cécile Koch
T. +32 (0)2 761 70 52
cecile@meetingmediagroup.com

International Sales
Asia Pacific, Middle East, Eastern Europe
Vivian Xu
T. +32 (0)2 761 70 53
vivian@meetingmediagroup.com

Africa, Latin America, Southern Europe
Jesús Guerrero Chacón
T. +32 (0)2 761 70 54
jesus@meetingmediagroup.com

Worldwide network of representatives
Inquiries: sales@meetingmediagroup.com

Editor
Katie Lau

Finance & Accounting
Farhana Khan
T. +32 (0)3 226 88 81
farhana@meetingmediagroup.com

Design Print
Paf!
T. +32 (0)2 743 47 28
info@pafdesign.be
www.pafdesign.be

Print
The Neu Print PTE Ltd - Singapore
neuprint@singnet.com.sg

Meeting Media Group
Headquarters Magazines PTE Ltd
1 Scotts Road
#21-07 Shaw Centre
Singapore 228208
www.meetingmediagroup.com
press@meetingmediagroup.com

International Accreditations



Cécile Koch



Rémi Dévé



Jesús Guerrero Chacón



Vivian Xu



G20

G20 Looks East



Hangzhou: where 2016 G20 summit will be held

As a center of wealth and innovation, Hangzhou, capital of the Zhejiang province in China, will host the 2016 Group of Twenty (G20) summit. President Xi Jinping said: "Hangzhou is a city that embraces a unique style, a combination of history and modernity." President Xi looks forward to greeting all World leaders at West Lake next September.

Paradise on Earth

Hangzhou is picturesque, praised as paradise on earth for enchanting culture and history, two World Heritage Sites — the incredibly beautiful West Lake and the Grand Canal — along with lush rolling hills, spectacular pagodas and temples, and fragrant fields of tea. It is the happiest city in China and no other city in the world today can meet the high demands of the MICE industry as well.

The New Option for the MICE market

Considered one of the top ten places to visit in 2016 by Travel + Leisure, Hangzhou is a new MICE destination in China. Top international chain hotels and many noteworthy local chains have been established here for a number of years. Experienced MICE service teams are easily available in Hangzhou to help make every event or meeting memorable and professional.

1

INTRODUCING CHENGDU

The provincial capital of the Sichuan province in Southwest China, Chengdu is one of the most important economic, financial, commercial, cultural, transportation, and communication centres in Western China. The fertile plain, on which Chengdu is located, is also known as the "Country of Heaven" and the giant panda, a Chinese national treasure and one of the rarest animals in the world, also lives in the Sichuan province. Known as "China's Famous Exhibition City", Chengdu is taking the lead in the convention economy, having become one of the five largest convention and exhibition cities in China. Numerous companies have invested in Chengdu such as UK-based Reed Exhibitions, as well as domestic companies such as the Chinese European Art Center, Sanlian Exhibition, and Eastpo International Expo.

WWW.CBE.GOV.CN

4

HANGZHOU GEARS UP TO HOST 2016 G20 SUMMIT

It has been more than a decade since the government of Hangzhou set the goal of turning the Zhejiang Province capital into an international meetings hub. With the news of G20 combined with the announcement that Hangzhou will host the 2022 Asian Games, the city is poised to take its place on the world stage. The G20 is the main forum for global economic and financial cooperation that brings together the world's most advanced and emerging economies, representing around 85 percent of global GDP, 80 percent of world trade, and two-thirds of the world population. The local government named 2015 as the "international convention year" for Hangzhou, by strengthening the connection between the city and international agencies to bring in more high-end international conventions before and after the Summit, aligned with the city's goal to establish itself as an international conference destination.

WWW.MICEHANGZHOU.COM/EN

2

THREE KEY DEVELOPMENTS FOR THE GLOBAL ASSOCIATION HUBS PARTNERSHIP

Following the launch of the Global Association Hub Partnership (GAHP) in October 2015, the partners – Destination DC, Dubai Association Centre, Singapore Exhibition & Convention Bureau™ and visit.brussels – have announced three key developments to support their plans to help associations grow and expand internationally: the appointment of former head of Brussels Convention Bureau Hervé Bosquet as GAHP's Senior Advisor; the introduction of a host of dialogue platforms with senior executives of associations; and the launch of a dedicated website to provide associations with information on GAHP and benefits provided by the partners.

WWW.ASSOCIATIONHUBS.ORG

5

WARSAW, A GLOBAL CITY

In 2012 the Economist Intelligence Unit ranked Warsaw, the capital and largest city of Poland, as the 32nd most liveable city in the world. It was also ranked as one of the most livable cities in Central Europe. Today Warsaw, historically at the crossroads between the Western and Eastern Europe, is considered a global "alpha" city, a major international tourist destination and a significant cultural, political and economic hub. Whether you come to Warsaw on a business trip, for a conference, or as a tourist, Warsaw has everything that a modern European capital has to offer: a dynamic and stable business environment, historic and modern meeting facilities, vibrant cultural life and green space covering a quarter of the city.

WWW.WARSAWCONVENTION.PL

3

PARIS, STILL A LEADING DESTINATION FOR INTERNATIONAL CONFERENCES

Once again this year, Paris proved that it still has a commanding presence on the global conferences market. With 186 events organised by international associations in 2015, Paris took second place in the ICCA rankings. In addition, Paris hosted a total of 1,004 conferences with more than 700,000 attendees, a 9% increase over 2014. Overall, Paris remains a highly attractive city capable of hosting successful events. Viparis played a part in this success, as its venues played host to a number of these events. During the year, it welcomed a number of large-scale gatherings, including the World Gas Conference, the European Wind Energy Association Conference and Euro PCR. The 21st Climate Change Conference, known as COP21, was a historic event that took place at Paris le Bourget, a Viparis site.

WWW.VIPARIS.COM

6

LIMA TOPS RANKING FOR INTERNATIONAL EVENTS IN THE REGION

Lima maintains its leading position as the most popular venue for international meetings in the Americas, according to the ICCA 2015 rankings. In 2015, Peru's capital city experienced a 28% rise from last year in the organisation of events (82) and the Andean country is placed 39th in the ranking of countries, posting a 25% growth. "*Lima and Peru have moved up several spots; this reflects the good strategy that is promoting Peru as a favorite destination where meetings can take place in the region,*" Foreign Trade and Tourism Minister Magali Silva noted. Even though Lima ranks first in the 2015 ranking of cities in the Americas along with Buenos Aires, it is the absolute leader by number of attendees. 2014 attracted 28,477 participants, whereas 2015 drew 52,868, that is, the number grew by 86%.

WWW.LIMACONVENTION.COM



ASIA-PACIFIC ASSOCIATION OF COMMUNICATION DIRECTORS COMMUNICATION NEVER SLEEPS

Formed in 2014 with the aim of fostering a pan-regional communications community and culture, the Asia-Pacific Association of Communication Directors (APACD) provides a peer network for mid- to senior-level communication professionals from all fields and industries across the Asia-Pacific region. The Association is also dedicated to establishing common quality standards and advancing professional qualifications within the field by providing publications and organising events and meetings. Interview Katie Lau



PIERRE GOAD

Pierre Goad, President of APACD and Group Head of Human Resources and Communications at HSBC, tells us more about promoting a pan-Asia-Pacific communication culture in an ever-globalising world.

What does APACD offer to their members?

APACD presents new opportunities for communicators to tackle the challenges we share and advance our profession. To do so we are looking to establish common quality standards, support professional qualification, organise conferences and meetings, and provide research and other forms of informative media material. In this era of ultra-connectivity we feel that is vital that communication professionals are able to share and exchange with ease.

How many members does APACD have now and can you describe their background?

In just two years we have welcomed more than 600 senior in-house communicators to APCAD. Many of our members are from Hong Kong and Singapore, with a sizable number also working in Australia and India. In total 17 countries are represented in APACD from all over Asia-Pacific. This includes a broad range of representatives from diverse fields and sectors. The largest sectors are finance and insurance, information and communication technologies, as well as food and consumer products.

What are the major events held by APACD?

We have an annual meeting. It is our General Meeting, which takes place on the first day of the Asia-Pacific Communications Summit. Our first summit was held in Hong Kong last year and this year it will be in Singapore. The General Meeting provides members an opportunity to review past developments and discuss future activities of the association.

But that is just a start. We also have many regular event formats for our members, including country events with a focus on more geographic-specific issues, showcase sessions featuring expert speakers, speed networking events, P2P workshops and expert webinars.

600

THE NUMBER OF SENIOR
IN-HOUSE COMMUNICATORS
WITHIN APACD

What is the decision-making process like for organising events?

As our association prides itself on being "by peers, for peers", our decisions are based on discussion amongst our board and membership base. We are always looking to benefit our members through our activities and that provides a logical starting point for our decisions. For example, as many of our members currently reside in Hong Kong and Singapore, these are the locations for our first two summits. We also strive to establish a standard procedure for our events. There are many things to consider – room layout and size, staging, budget etc – but we hope to give attendees a great first and also lasting impression of their time with APACD. In regards to our summit especially we want to create a dignified atmosphere for the gala ceremony to reward attendees and our venue selection reflects this aspiration.

What is the most memorable event you have attended as a participant or an organiser?

I'm afraid I cannot narrow it to just one selection. What comes to mind first is our foundation meeting in June 2014. There was such a great spirit in the room where so many like-minded colleagues gathered together in support of the APACD concept. From the 80 in attendance at that initial coming together, we grew to host 500 last year in Hong Kong for the inaugural Asia-Pacific Communications Summit.

While the two days were packed with insights, I recall one exchange that particularly highlighted the value of the event. Two communications professionals, one from India and the other from Hong Kong, took to the stage to discuss an internal communications challenge they had both experienced. It was the same problem although approached with differing cultural considerations and industry expectations in mind. This exchange later provided the basis for an expert webinar. More than 100 viewed the webinar live and we received terrific feedback. I think this shows why APACD is a great peer platform.



Asia Pacific Communications Summit, Hong Kong

What do you like about working for APACD?

I am extremely proud to be part of an engaged and ever-expanding community. To help bring such a diverse region together has been very rewarding. My involvement has also been extremely enriching for my professional life. Through my duties on the board I have had the opportunity to work with some particularly talented and driven communicators. Both this experience and the insights I have taken from the APACD events have provided me the chance to reflect upon my own professional practices and strive for better.

What do you think are the latest trends in the communications industry?

Our topic for this year's summit in Singapore is Hyperconnected Communications. This is a crucial

theme in whatever industry you are working in. Tech innovation has provided us with the means to satisfy our need to communicate with an unbelievably high level of interconnection. There is no doubt that we are now living in an 'always on' society where communication never sleeps (nor do people arguably). Social media, mobile devices and digital technology has made it possible to have your dialogue partner in the palm of your hand, 24/7 across multiple channels.

We are living through a profound change in the way in which we share and consume information, how we manage news outlets, and how we communicate as a company with our clients and our employees. As communicators, the biggest question is how we can adapt and what we need to do on a practical level.

How do you see the future of APACD?

We are always looking to strengthen and grow membership, as this will ensure the future of the APACD. This relies on providing further opportunities for connection between our diverse members. To do so we want to continue reaching out to in-house communicators throughout the region. We are confident that our event formats can equip all our members with the tools to achieve a high level of communications practice in Asia-Pacific. By continuing to organise frequent high-quality events and taking into account our member's wishes, we will continue to grow. HQ



Foundation Meeting, Hong Kong

WWW.APACD.COM

ONE REGION, ONE ASSOCIATION COMMUNITY

THE BUILDING BLOCKS OF THE ASIA-PACIFIC FEDERATION OF ASSOCIATION ORGANIZATIONS

On my visit to the ASAE headquarters in Washington, D.C. on October 10, 2013, I shared a dream I had with ASAE's Global Development Officer, Greta Kotler and ASAE President & CEO, John Graham IV. "Would forming a federation of associations in the Asia-Pacific region be a great idea?" I asked. And guess what? Two years later, everything fell into place.

Octavio 'Bobby' Peralta writes



OCTAVIO 'BOBBY' PERALTA

HOW APFAO CAME ABOUT

During that meeting, I also reported to both John and Greta that I had already initiated the founding of the Philippine Council of Associations and Association Executives (PCAEE) to be the national 'association of associations' whose goal was to further professionalize association governance and management in the country. *"There was a gap to be filled in this area and I believe forming PCAEE is relevant and timely",* I added.

About two years on, on the sidelines of the inaugural ASAE Great Ideas Conference Asia-Pacific in Hong Kong on March 24, 2015, at the initiation of PCAEE, this idea came into being. Four existing national 'associations of associations' signed the "Hong Kong Charter", a one-page document affirming the aspiration

of four association communities to set up the "Asia-Pacific Federation of Association Organizations" (APFAO). The founding members of APFAO were the Associations Forum Australia, the Australasian Society of Association Executives, the Korean Society of Association Executives and the PCAEE.

The APFAO had its first general meeting on April 10, 2016 hosted by the ASAE during the 2nd ASAE Great Ideas Conference Asia-Pacific in Hong Kong. The attendees consisted of the four existing members, ASAE and an expanded group that included representations from Japan, Malaysia and Singapore which are also aiming to set up similar 'association of associations' in their respective countries. Joining the meeting were representatives of the International Congress and Convention Association (ICCA), CIMGlobal and the Hong Kong Tourism Board which also expressed support to the APFAO. The consensus of the attendees was to move APFAO forward and to explore more collaborative activities among its members and partners.

THE BUILDING BLOCKS OF STARTING AN 'ASSOCIATION OF ASSOCIATIONS'

The PCAEE 'story' started with an aspirational idea – I simply wanted to "give something back" to the association community. After all, though educated as a mechanical engineer, then pursuing a development banking career and later on becoming an association executive 'by accident', I believe associations play a critical role in nation-building.

As Secretary General of the Association of Development Financing Institutions in Asia & the Pacific (ADFIAP), I had developed over a course of 25 years a network of friends and allies in the association and MICE world. My long-time membership with ASAE also bolstered my confidence to make it a go in forming the PCAEE. But there were elements of serendipity and luck as well along the way.

At IMEX 2010 in Frankfurt, I unexpectedly met the General Manager of the Philippine International Convention Center (PICC), Atty. Rene Padilla, who,

Relevance, relationships and resources are three key ingredients needed to start an association.

it turned out, was also thinking of creating a society of association executives in the Philippines. The following year, also at IMEX Frankfurt, my colleague at ADFIAP, Cora Conde, met Stanie Soriano, then head of the MICE department of the Tourism Promotions Board, the marketing arm of the Philippine Department (Ministry) of Tourism and discussed the possibility of setting up an 'association of associations' in the country.

Afterward, several meetings were held among TPB, PICC and ADFIAP representatives and finally mid-2013, an agreement was made by the three parties to form the PCAAE. With their help and those of a few friends of my friends, drawing money from their own wallets, the PCAAE was finally registered on October 23, 2013 as a non-profit organization with the Philippine Securities and Exchange Commission.

The creation of PCAAE was thus sealed and made possible with the support of three Philippine organizations with the same goal and advocacy. TPB provided financial support, PICC had offered its facility for free and ADFIAP acted as the PCAAE secretariat. So on November 20, 2013 at the 1st Association Executives Summit held at the PICC Manila, the



Signing of the 'Hong Kong Charter', March 24, 2015

PCAAE was officially launched, attended by over 200 founding members from 72 associations and other membership organizations nation-wide. ASAE and another Washington, D.C.-based organization, the Center for International Private Enterprise (CIPE), which provided technical assistance, completed the five "founding pillars" of the PCAAE.

Octavio 'Bobby' Peralta will be pleased to share more details on this article via email at obp@adfiap.org



TAKEAWAYS FROM THE PCAAE AND APFAO STORIES

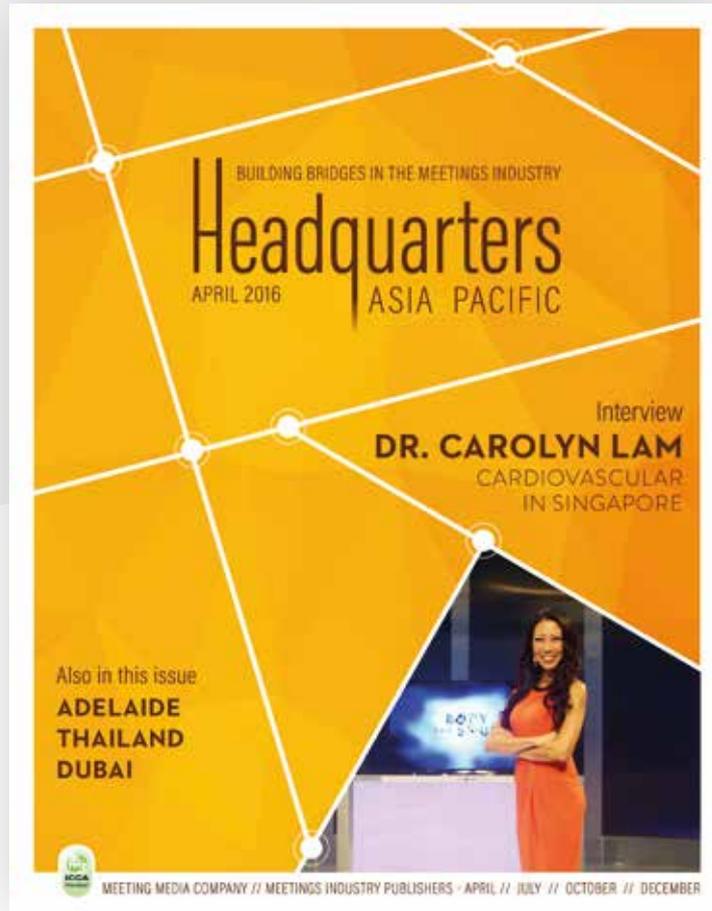
- 1. A spark can light a fire** – One idea can certainly come into fruition if a group of like-minded and passionate individuals and institutions comes together, supports one another and makes it work.
- 2. 3R's in association-building** – Relevance, relationships and resources are three key ingredients needed to start an association. Relevance comes in the form of a clear purpose, mission and vision. Building and nurturing relationships will come a long way in this process, and resources, both human and financial capital, are required to effectively and efficiently put ideas into action.
- 3. Associations are converging in today's 'sharing economy'** – In an environment where cooperation and collaboration are mainstream, associations and other membership organizations are more than ever sharing and networking for a common good and enduring sustainability.



First General Assembly Meeting of the APFAO, April 10, 2016

HEADQUARTERS

THE ASSOCIATION MAGAZINE



STAY INFORMED ABOUT THE WORLDWIDE ASSOCIATION COMMUNITY

KEEP UPDATED ABOUT THE LATEST TRENDS IN THE INDUSTRY

LEARN ABOUT WHAT/HOW YOUR PEERS DO

DISCOVER NEW CONVENTION DESTINATIONS AND VENUES

WWW.MEETINGMEDIAGROUP.COM

HQ Headquarters

BUILDING BRIDGES IN THE MEETINGS INDUSTRY

THAILAND'S MICE INDUSTRY

SPREADING ITS WINGS ACROSS ASEAN

It's the duty of any government to find ways of increasing revenue for the country as well as creating jobs and boosting development. The MICE sector boosts all of these areas, which is why it benefits from a strong government support in Thailand, with great success. Over the last few years, under the auspices of the Thailand Convention and Exhibition Bureau, or TCEB, the kingdom's MICE industry has grown massively and Thailand is now seen as Asia's MICE hub.

Interview Rémi Dévé



**NOPPARAT
MAYTHAVEEKULCHAI**

HQ Asia Pacific was lucky enough to catch up with TCEB President Nopparat Maythaveekulchai to talk about the current state of the MICE industry in Thailand and what he thinks the future might hold.

Well one thing is for certain, things are currently going very well. *"First half of the fiscal year from October 2015 – March 2016, Thailand has attracted a total of 493,384 MICE travellers, which means there has been a steady growth of 3.63% compared to the same period last year. These visits have generated a total revenue of 39,671 million baht,"* Mr. Nopparat told us.

The main markets are the growing Asian economies, though some Western markets remain strong. The Top 10 nations of MICE travellers coming to Thailand are China, India, Singapore, Malaysia, US, Korea, Indonesia, Vietnam, Japan, and France. By the end of fiscal year 2016, TCEB forecasts that the country will have welcomed 1.06 million MICE travellers, which marks a 5% growth, generating more than 92 billion baht in revenue.

"This is extremely satisfying considering that the global economy is still sluggish. We can see steady growth in the MICE sector. It comes down to ongoing government support for both the country's tourism and business travel sectors which has helped boost the country's MICE industry, keeping us growing considerably," said Mr. Nopparat.

FIVE DYNAMIC MICE CITIES

One thing that TCEB has done successfully to spread the MICE business around is to promote five dynamic MICE cities in Thailand. These include Bangkok, of course, but also Pattaya, Phuket, Chiang Mai and Khon Kaen all of which have great potential. These cities will be the hubs of Thailand's MICE sector. Meanwhile, TCEB plans to back them with creative new initiatives to attract meetings and enhance Thailand's reputation as a leading MICE hub, recognised globally for quality.

Mr. Maythaveekulchai continued: *"TCEB's 2016 initiative is the 'Thailand CONNECT...Our Heart Your World' brand communications campaign which aims to capture the essence of what Thailand and MICE can offer as a preferred global business events destination. The campaign showcases Thailand's advantages in providing hospitality and service which translate into tangible opportunities for business travelers."*

The **"Thailand CONNECT...Our Heart, Your World"** highlights three key pillars of the Thai MICE industry:

- 1) **The Destinations of Thailand;** Thailand is famous for being home to the world's most beautiful beaches and islands, but there are also lush hills and parks to trek in, and historic cities where you can explore the kingdom's unique culture. And whatever time of year people come, there are colourful festivals and events to enjoy up and down the land. ▶



- 2) **Business in Thailand:** Being an emerging global hub, at the heart of Asia, and the on the pulse of the AEC, Thailand can help business travellers seize new opportunities
- 3) **People of Thailand:** The hospitality of Thai people is a great asset to develop the MICE industry and, when combined with world-leading industry standards and partnerships, it helps create qualified people who can support MICE businesses.

One thing that TCEB has done successfully to spread the MICE business around is to promote five dynamic MICE cities in Thailand. These include Bangkok, of course, but also Pattaya, Phuket, Chiang Mai and Khon Kaen all of which have great potential.



Expanding Horizons

"But that's not all", Mr Maythaveekulchai continues. "We're looking to expand to other venues. There are so many untapped destinations in Thailand which have great potential to be the MICE cities of the future. That will be our next step of development - to expand MICE business to as many provinces as possible."

Last year in 2015, TCEB organised a famtrip that took place in Khao Yai, a lush national park area a few hours north of Bangkok. The successful event helped enhance Khao Yai's reputation as a MICE destination. This year, TCEB arranged another trip that explored the Chiang Rai province in the north. Around 30 members of the international media joined to see first-hand what Chiang Rai can offer to MICE delegates. What they found was:

- A culturally rich and historic destination that was once the capital of the Lanna Kingdom
- Natural beauty and a range of attractions, including eco-friendly and adventure activities
- A highly-developed communications and transport infrastructure
- State-of the art conference and meeting venues
- A range of luxury hotels and accommodation to meet a range of budgets
- A region that is the gateway to the Mekong Sub-region and within reach of several growing economies including Laos, Myanmar and China

Recognising Sustainability

TCEB also recognises the demand for sustainability when it comes to the MICE industry. In this regard, TCEB is implementing a 5-year MICE Sustainability Master Plan (2015-2019) to turn Thailand into the world's leading Sustainable Destination for MICE. It has joined forces with the Thailand Incentive and Convention Association (TICA), Thai Hotels Association (THA), Thai Exhibition Association (TEA) to initiate a 'Farm to Functions' project to encourage

Thai MICE operators to purchase organic agriculture products directly from farmers. *"We can honestly say that "Farm to Functions" is the first project in the world that sees a government initiative work hand-in-hand with private sector MICE operators to support the economy of local communities and enhance multi-level sustainability. The initiative will increase competitiveness and promote a good image of the Thai MICE sector internationally making Thailand the preferred MICE choice for anyone seeking a*

sustainable destination." Mr Nopparat said. The future looks bright for MICE in Thailand. With the help of TCEB, new markets and venues are being developed and there's always an eye to how things can improve and grow. So in the future, don't be surprised to hear people say "Let's meet in Thailand". 

MORE INFO
WWW.BUSINESSEVENTSTHAILAND.COM



LNG18

TEAMWORK AND PROXIMITY TO ASIA PLAY A KEY ROLE IN A RETURN TO AUSTRALIA

It rarely happens that total teamwork across city, state and national bodies both in our specialist convention industry and in the wider industry arena, comes together to bring a prestigious international conference home to its city. Especially when this is the largest conference ever to have come to the city and returning for a second time. This makes the teamwork to bring the 18th International Conference & Exhibition on Liquefied Natural Gas (LNG18) conference to Perth all the more impressive.

Jenny Salisbury reports

Liquefied Natural Gas or LNG is natural gas that has been converted to liquid for ease of storage making it much easier and more cost efficient to transport. With three main global events impacting the energy industry – economic crisis causing demand slowdown, geopolitical crisis in Eastern Europe with threats to secure supplies and the spectacular tumble in oil prices - *"all eyes have turned to LNG as it has emerged as a useful back up resource for diversifying and securing energy supplies"* states Jérôme Ferrier, President of the International Gas Union (IGU) in his introduction to IGU's World LNG Report indicating the reason for the substantial growth of the LNG event.

5,000 & 70
THE NUMBER OF PARTICIPANTS
AND COUNTRIES AT LNG
CONFERENCES

GLOBAL SUPPLIER

The LNG18 conference ran in Perth 11-15 April, 2016 solidifying recognition for Australia's key position as a global supplier and a key LNG exporting country. Australia, through the Australian Gas Industry Trust (AGIT) and Australian Petroleum Production & Exploration Association (APPEA), was the host country for LNG18.

The International Conference & Exhibition on Liquefied Natural Gas, known as the LNG X series, is held once every three years and is widely recognised as the world's largest and most prestigious LNG conference. It attracts up to 5,000 participants from over 70 countries, including 2,000 high-level delegates, such as energy ministers and senior executives from key LNG companies and organisations. The 5-day program is supported by an exhibit with 112 custom build stands and a further 11,500m² of exhibition stand space where over 200 exhibitors from more than 60 countries are showcased. The bid itself began in 2009 at the World Gas Conference of the IGU after a series of discussions



PCEC



Elizabeth Quay, Perth

with the prospective hosts and a decision that it was the right time in the development of the industry in Australia to bring the event back. The first pitch was mounted in Buenos Aires with the inviting bodies supported by the Perth Convention Bureau (PCB) and promotional events included a reception at the residence of the Australian Ambassador.

A Steering Committee was formed and the PCO Arinex was appointed to mount the Australian bid pitch as they had been involved in the LNG12 in Perth in 1998. Very much the underdog as #4 or 5 LNG producing destination against a serious global energy player and the #1 LNG producing country in Qatar, Australia's concerted efforts across all stakeholders in the city as well as the Australian industry paid off with Perth selected to host LNG18 in April 2016.

KEY AREA FOR PROMOTION

Australia's strong reputation as a world-class LNG producer and its proximity to key the LNG demand centre in the Asia-Pacific led to an early identification of the Asian region and Russia as a key area for promotion. Business Events Australia stepped in with further funding and promotional support. Managed by Arinex, a significant series of functions presentations, e-communication, social network marketing and booth promotion was mounted plus more than 20 State Government and Media promotions. Kicking off at the LNG17 in Houston in April 2013 and in addition to the World Gas Conference in France in 2015, major presence was mounted at several 'energy' events in the Asia Pacific region.

As the date arrived the growth of the delegate registrations rose and the exhibition sold out the available space. Arinex and the exhibition organiser Exhibitions & Trade Fairs (ETF), worked closely with the Perth Convention & Exhibition Centre (PCEC) and Perth Expo Hire as well as with the Perth Convention Bureau (PCB) and the State Government to ensure the location stepped up to the mark to accommodate the record numbers.



Closing Ceremony



A Taste of WA Networking party



Team Australia and the Prime Minister welcomed LNG18 to experience their country

The hotel properties joined together with the AHA to provide rates over 29 properties and the City of Perth (COP) enabled the destination to provide an exciting support program to ensure attendees could make it a "Trip of a Lifetime" so often expected when attending international conferences in Australia.

With the demographics showing 68 countries represented with 21% of the participants from Asia many Australian "classics" were brought to bear in the design of a busy schedule of day trip options including Museums and Art Galleries, a Swan Valley Winery tour and a chance to meet the famous "Aussie Wildlife" in the Caversham Wildlife Park for the Accompanying people whilst Pre and Post Conference Tours offered options further afield including WA's Margaret River wine country, an outback experience in the Wilderness Park of the Kimberley region in the northern part of the State of WA, the "Red Centre," the Barrier Reef and Australia's largest national park - Kakadu. There were also a range of technical tours set up to showcase the industry developments of the location.

CHINESE FUTURE

The promotion into the Asian region ensures the growth of the event into the next series when the event goes from an exporting country to an importing destination on its cycle. One of the major delegations from Asia attending LNG18 was the promotional team from China - the hosts of LNG19 being the next presentation of the LNGX series which will be held in Shanghai 1-5 April 2019.

China was selected from among a number of strong candidates. Coordinated by Dr Lin Wensheng

LNG10 Deputy Secretary General of the China LNG Association, the collaborative efforts of the Chinese associations included various groups. LNG19 will be supported by the Shanghai Government and hosted by the China LNG Association, China Gas Society, The Chinese Association of Refrigeration and the China Gas Association.

As a strong supporter of the Chinese bid David Carroll, GTI President & CEO, IGU Vice President, and LNG17 Steering Committee Chairman, said "the international gas industry's decision to host LNG19 in China reflects the importance of China as a growing natural gas market and LNG importer, and the tremendous growth that has occurred throughout Asia." Noted David, "This is the first time in the history of the LNG conference series that China has been chosen as a host. The conference win is a very exciting opportunity and will truly be an attractive event to the global energy community." 

LNG SERIES PAST CONFERENCES

- LNG13 2001 Seoul, Korea
- LNG14 2004 Doha, Qatar
- LNG15 2007 Barcelona, Spain
- LNG16 2010 Oran, Algeria
- LNG17 2013 Houston, TX, USA
- LNG18 2016 Perth, WA, Australia
- LNG19 2019 Beijing, China

ADELAIDE

THE BIOMED CITY

What's not to love about Adelaide! After you recover from the warmth of the friendliness and hospitality and you start to look further into what is going on in the "BioMed City" then it begins to dawn on you what guts they have and what a remarkable investment has been made in bringing life science research to the City and then ensuring an integrated and effective meetings experience along the curve of the River Torrens, generally known as the "Riverbank Development". Jenny Salisbury reports

BIOMED FAM TRIP

The well orchestrated "BioMed Fam Trip" brought together 20-30 association executives not only Australia-wide also from Vancouver where one representative was progressing a bid with the Adelaide team. Gathering to meet the visitors and share in the learning experience were 60-70 of the locally based scientists - all active participants in the Convention Adelaide Ambassador Program set up by Adelaide Convention Bureau (ACB).

On arrival we headed over to Sean's Kitchen, world renowned Chef Sean Connolly's New York Brasserie style restaurant in the Adelaide Casino Complex, part of the SKYCITY Entertainment

Group, and a key element of the Festival Plaza development. The Plaza is being upgraded to link the Adelaide Convention Centre (ACC), the Festival Theatre together with new commercial, retail and car parking areas to the Riverbank and the Adelaide Oval footbridge by two privately funded developments.

Rightfully proud of these investments Damien Kitto, CEO of the ACB stated "*Adelaide's Riverbank precinct is nationally unique in its ease of accessibility and walking distance*" going on to also mention the proximity of the city's two Universities, its cultural boulevard (the State Library, Art Gallery and Museum) and the premier shopping in Rundle Mall.

Later in spanking brand new suites at the ACC all was revealed in a detailed presentation by John Hanlon, CEO of Renewal SA, giving an overview to the whole precinct series of developments. There are to be three distinct Precincts with the river running through forming a green livable space around the key facilities: the Adelaide Biomed City Precinct, the Core Entertainment Precinct, and the Education and Cultural Precinct.

A panel discussion followed about the recent "win" for the city of the World Fisheries Congress (WFC). Renowned for its seafood and sustainability backed by world class fisheries science and management systems Australia is recognised as one of the international leaders in fisheries science and management. Held every four years the WFC promotes international co-operation in fisheries science, conservation and management. Expecting around 1,500 delegates this joint Australia-New Zealand bid won the event for Adelaide in the year 2020.

75 AMBASSADORS

Crucially, the WFC was secured for Adelaide through the State Government's Adelaide Convention Bid Fund and demonstrates the efficiency of the Conventions Adelaide Ambassador Program. Currently with 75 committed Ambassadors the program draws from SA's key industry sectors in medicine, science, innovation and commerce who work closely supported by the ACB to not only bring conventions to the city but also to ensure long lasting social and political legacies.



Sahmri



West Wing, Adelaide Convention Centre



75 THE NUMBER OF AMBASSADORS IN ADELAIDE

Nic Mercer, Director of Sales & Marketing at the ACB, emphasised this value and complimented the dedication of the Ambassadors, known as "Gav's", who dedicate their time to secure these international events. "It is a big commitment to bring your global industry to your home town" stated Professor Gavin Begg, Bid Leader and the "Gav" in this case. "I found the ACB amazing throughout the whole process, they talked about their Bid Fund and briefed our Board on the benefits. They really did a lot of the hard yards" continued Professor Begg, Research Chief of Aquatic Sciences of the SA Research & Development Institute (SARDI).

Also part of the panel were key ACB strategic partners - Arinex and the All Occasions Group - and the two PCO's shared with the Ambassadors how they bring financial management to bear by assisting with a pre-bid budget and also, after the bid is won, bringing all event management aspects together and acting as a general consultant.

The event turned to the matter of Life Science in Adelaide during the lunch at the ACC and the presentations from Alec Gilbert of the ACC and Paul Lambert, Executive Director, new Royal Adelaide Hospital Activation (RAH) which is the biggest construction development in Australia currently.

CHEESEGRATER

Moving on over to the SAHMRI (SA Health & Medical Research Institute) in its distinctive "cheesegrater" building, the theme of well-being in the life sciences was continued. Professor Steve Wesselingh, Executive Director, SAHMRI introduced the organisation which has a "Partnership Model" with SA Health, University of Adelaide, University of South Australia, Flinders University and CSIRO. Opening in 2014 there are 550 people from these "partners" working in SAHMRI. The research ranges from cancer, heart health, healthy mothers, babies and children to nutrition and metabolism, mind and brain, and infection and immunity.

Speaking in detail with Prab Takhar, Director of Molecular Imaging and Therapy Research Unit at SAHMRI I learned about their outreach plans to develop an Asian Training Centre as a satellite of SAHMRI. A leading cancer specialist recruited after

a worldwide search Prab commented that "Adelaide is ahead of the game and is on a par with Europe" with its Cyclotron, its Cryogenic facility and other leading edge research infrastructure.

Gabrielle Kelly, Director of Wellbeing and Resilience Centre - part of the Mind and Brain theme at SAHMRI - talked more about their links with Asia and projects with the Happiness Lab in China at the Tsinghua University in Beijing and their theme of "Health, Happiness and Harmony". They will organise the 5th Australian Positive Psychology and Wellbeing Conference in Adelaide in September this year. 

MORE INFO
WWW.ADELAIDECONVENTION.COM.AU
WWW.ADELAIDECC.COM.AU



JAN TONKIN

PIONEERING INDUSTRY EDUCATION

Founder and managing director of Auckland-based The Conference Company, Jan Tonkin has taken on a two-year term as president of the professional conference organisers' association, IAPCO. She explains here what makes IAPCO stand out as an organisation but also all about her love of New Zealand as a meeting destination.

Interview Rémi Dévé



JAN
TONKIN

You've been recently elected IAPCO President. What are your ambitions for your term?

It's not so much about my ambitions. I believe a President's role is to ensure the vision for the organisation reflects the interests of its members, is crystal clear and to then guide the Council as it works, on behalf of the members, to realise that vision which is underpinned by the concept of 'driving excellence'. That takes many forms – members sharing best practice with one another, promoting best practice, encouraging members to adhere to the association's quality standards, developing education programmes which are highly relevant not just for PCOs but also for the wider meetings industry and drive business excellence.

With that in mind we have established a number of Council portfolios – designed to ensure we are not only active as an organisation but we have a sound foundation in place to grow membership and generate the financial resources to support our activities. We're privileged to be working with industry partners who are always looking at innovative ways of engaging with us.

Having members in 41 countries I am always very mindful of the need to think globally but I do have a special place in my heart for my own region – Asia Pacific. It is an incredibly diverse region where the meetings industry continues to grow in strength rapidly. I am very keen to profile that strength and highlight the great work being done in the region, while also looking to encourage those delivering conference management services to consider IAPCO membership.

IAPCO has always focused on education and you've launched new seminars like the EDGE seminar. How successful have they been so far? What are IAPCO's achievements in the education area?

IAPCO is a pioneer in industry education delivering its week-long, residential training course in the Wolfsberg Centre in Switzerland for 37 consecutive years. Many of today's seniors in the industry credit

50

**HOW OLD IAPCO
WILL BE IN 2018**

their career start to participation in this seminar and have fond memories of the camaraderie which led to ongoing friendships as their career paths criss-crossed.

After a good deal of thought and debate IAPCO decided to move away from one fixed location for education and create programmes which were both accessible and affordable world-wide. That meant not just face-to-face education but also online.

IAPCO now has three educational offerings – EDGE (Experts in Dynamic Global Education) seminars, Web-EDGE and Bespoke seminars. Faculty comprises senior PCO practitioners who are immersed in the business, curious about new technologies and committed to best practice. Content is designed not just for PCOs but for the wider industry, in particular CVBs, venues and convention centres.



The first EDGE seminar was held in Auckland in August last year to wonderful accolades. 80% of the participants completed the evaluation and every one of them said that their expectations had been met. 97% of them gave the seminar a score of 8 or more out of 10. Similarly successful seminars have been held in Copenhagen in January and Whistler this May. Plans are already underway for seminars in Seoul in November, Athens in January and Kuala Lumpur next September; a number of expressions of interest have been received from other destinations. The challenge will be fulfilling demand!

Web-EDGE brings a new dimension to IAPCO's commitment to quality education. It's online and, as is the case with the EDGE seminars, enables participants to accrue CMP credits. Currently a "Starter Pack" (web-EDGE Level 1) is available via IAPCO's website and, over time, the library will be expanded to deliver online learning at three levels. It's an exciting departure for IAPCO and one that seems to be meeting market needs. André Vietor, who chairs the Training Academy, and his fellow faculty members tell me that they are both challenged and really energised by the change in direction.

As it has done in the past, IAPCO continues to deliver Bespoke seminars for groups or organisations. These programmes are always tailored to suit the host's needs and are typically very interactive.

IAPCO will celebrate its 50th anniversary within your presidency. How do members look back?

IAPCO's ability to retain members speaks volumes about its ongoing relevance as it continues to adapt its activities in a volatile meetings world. ▷



The Association was founded on camaraderie and principles of sharing and collaborating. Those principles have never changed and I see at our annual conference they are more important than ever. I am always both astonished and gratified by the willingness members, who compete with one another, show to discuss issues frankly and share their know-how to help each other deliver a better service.

While planning for the anniversary is in its very early stages, I know that all those attributes of IAPCO's ongoing success will come to the fore. Also, as PCOs, we know a good deal about celebration events so I'm sure February 2018 will be a special time on our calendar.

As a PCO based in New Zealand, can you explain how different the work culture is in the East and in the West?

I don't think it's a comparison that can be easily made in today's world. We are such a mix of cultures now and my city, Auckland, is no exception. That diversity is definitely reflected in our work culture in the form of openness to various views and the ability to be flexible and accommodating. That approach serves

us well in the meetings industry in New Zealand as delegates attending international conferences in our country tend to come from all over the globe.

Can you share what you like about New Zealand as an association destination?

Time and time again international associations tell us how much their delegates enjoyed the warmth and hospitality when they hold their conference in New Zealand. That, combined with opportunities to enjoy amazing holidays pre- or post-conference the length and breadth of the country, mean that delegate numbers are always gratifyingly high.

Professor Bryan Storey of the University of Canterbury in New Zealand who convened the Scientific Committee on Antarctic Research's Open Science Conference summed it up perfectly when he said: *"Tourism New Zealand's Business Events team assured me that delegates always like coming to New Zealand because it is a safe destination, it is accessible, it is a beautiful country and it has the reputation for welcoming people. They were correct; our delegate numbers exceeded expectations and*

the conference was voted the best ever." We genuinely enjoy showcasing our country to visitors and making them feel welcome. We like to impart the spirit of manaakitanga which, in the language of the Maori, the indigenous people of New Zealand, refers to hospitality, kindness, generosity, showing respect, caring for others.

Our food and wines are of the highest quality, the proximity of memorable landscapes and activities to key conference destinations mean inspirational experiences can be easily accessed and the range of meeting venues and accommodation offerings is wide.

With a small population it is easy to make things happen and establish connections. We can readily create introductions to professionals and academics who can contribute to conference programmes and share their expertise during technical tours.

Those of us in the meetings industry know one another well and work as a team on international conferences, complementing one another's roles, making decisions quickly and always staying focused on making visitors' time in our country special. 



Malaysia

Asia's Business Events Hub

At the very centre of Southeast Asia and mid-point between the two fast growing economies of China and India, Malaysia is the gateway of Asia. With a dynamic economy and English-speaking people with a progressive world-view, Malaysia is where the world is coming to meet new discoveries and ideas. World-class infrastructure, great value for money and a unique window to Asian cultures and hospitality make Malaysia the meetings and conventions nexus of Asia.



MyCEB



@MyCEB



MyCEB



MyCEB

For enquiries, please contact:

Malaysia Convention & Exhibition Bureau (868264-K)

Suite 22.3, Level 22, Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia

T +603 2034 2090
F +603 2034 2091
sales@myceb.com.my
www.myceb.com.my



innocentric



Where creative value-adds in a quality-centered and forward-thinking venue count towards making your events more multidimensional

Kuala Lumpur Convention Centre
Kuala Lumpur City Centre
50088 Kuala Lumpur, Malaysia
T 603 2333 2888 F 603 2333 2800
E info@klccconventioncentre.com
www.klccconventioncentre.com

