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Travel Trade
Show

2018 PROGRAMME BROCHURE

17 - 19 October 2018
Marina Bay Sands, Singapore



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6 CONFERENCES. 1 PLATFORM.



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THEATRE**



**PRESENTATION
HUB**



ITB
ASIA



**MICE &
CORPORATE
HUB**



**MUSLIM
TRAVEL
HUB**



**TRAVEL &
TECHNOLOGY
SHOWCASE**

2018 CONFERENCE PROGRAMME. AN OVERVIEW.

DAY 1, WEDNESDAY, 17 OCTOBER 2018

Level 3 Ignite Rooms @ Begonia

0900 - 1020
Opening Keynote
Begonia Ballroom



1030 - 1230
Conference sessions by Travel Daily
China
Begonia Ballroom



1300 - 1500
Conference sessions by PCMA-
ICESAP
Begonia Ballroom



1400 - 1600
Conference sessions by Airbnb
Begonia Ballroom



Basement 2 MICE & Corporate Hub

MICE DAY

1030 - 1100
Conference session by PTAA



1430 - 1500
Embrace it: The rise of personalisation at events



1500 - 1530
The Future of MICE: The automation of meeting room reservations



1600 - 1630
Customer behaviour and trends of booking meetings & events online



Basement 2 Knowledge Theatre

Hear from the C-Suite Series

1000 - 1030
Interview: The modern mass tourism



1030 - 1100
Interview: Which technologies will truly transform travel?



1100 - 1130
Interview with Meituan Travel



1130 - 1200
Fireside Chat: What is going to shake and change the corporate travel?



1200 - 1230
Interview: Having fun and generating new growth! How theme parks are a new source of revenue as tourism takes off in Asia



1230 - 1300
Interview: Don't be late to the lifestyle party: How travel brands need to be with customers anywhere and anytime



Basement 2 Knowledge Theatre

1300 - 1330
Your photos are your product:
Visual Intelligence is the future



1330 - 1430
Overtourism Panel: When travel is too much



1430 - 1530
Conference session by site



1600 - 1630
Hot on the running shoes: Ironman and the rise of 'experiential' travel



1630 - 1700
The business of loyalty: Moments that earn you customers for life



Basement 2 Travel & Tech Hub

1030 - 1100
Impact of new age technology on tourism: Role of AI, Robotics, Blockchain on various stakeholders



1100 - 1130
conference session by Sabre



1130 - 1200
Future of Tech Panel



1330 - 1400
AI in travel



1400 - 1430
The Direct Booking Bermuda Triangle - Why your guests are lost in the customer journey?



Hotelchamp

1430 - 1500
Conference session by WEX Inc



1500 - 1530
From offline market to online: Digitizing the supply in tours and activities space



1530 - 1600
Beyond Apps: Chinese Mini-Programs and implications for global Chinese travelers

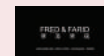


1630 - 1700
Conference session by Weego Travel



Basement 2 Presentation Hub

1030 - 1100
Hospitality as a creative act



1100 - 1130
Revolutionising customer experience of tours & activities by influencing supply



1130 - 1200
Conference session by Resorts World Sentosa



1200 - 1230
The growth and future of eSports tourism



1230 - 1300
The cultural trip: Perception change



1300 - 1330
Why it matters to make your destinations crypto-friendly



1500 - 1530
I can't hear you, shout louder! Marketing to Millennials



1530 - 1600
Best ways to use Twitter for tourism and destination marketing



1600 - 1630
Fall in love with the world



1630 - 1700
National Geographic in the digital age: How content is changing



1700 - 1730
Love at the first bite: Do you really know how to market your destinations as food tourism havens?



Basement 2 Muslim Travel Hub

1030 - 1100
Trend reports: Latest insights on the Muslim travel market

1100 - 1130
Inside the travel habits of Muslim Millennials



1130 - 1200
Halal in Travel



1300 - 1330
How to be a more Muslim-friendly hotel

1330 - 1400
Understanding how Muslim travelers shop

1400 - 1430
Conference sessions by Have Halal Will Travel



2018 CONFERENCE PROGRAMME. AN OVERVIEW.

DAY 2, THURSDAY, 18 OCTOBER 2018

Level 3 Ignite Rooms @ Begonia	Basement 2 MICE & Corporate Hub	Basement 2 Knowledge Theatre	Basement 2 Travel & Tech Hub	Basement 2 Presentation Hub	Basement 2 Muslim Travel Hub
<p>0900 - 1600</p> <p>Conference sessions by ACTE Begonia Ballroom</p> <p>ACTE GLOBAL</p> <p>1000 - 1300</p> <p>Conference sessions by CrescentRating Begonia Ballroom</p> <p>crescent rating THE WORLD'S LEADING AUTHORITY ON HALAL TRAVEL</p>	<p>CORPORATE DAY</p> <p>1030 - 1200</p> <p>Conference session by UNICEO</p> <p>UNICEO</p> <p>1200 - 1300</p> <p>Conference session by Troovo</p> <p>troovo</p> <p>1300 - 1330</p> <p>One-stop-shop for corporate travel: How AI & ML are enhancing the traveler's experience and bringing ease to travel management processes</p> <p>tripeur</p> <p>1330 - 1400</p> <p>Rising trend among urban Indians: Mixing business and leisure travel</p> <p>OTA AI Online Travel Association of India Strengthening the pillars of Travel</p> <p>1400 - 1500</p> <p>Panel: The future is bright, the future is Bleisure: How corporate travel managers can keep up with the trends</p> <p>OTA AI RioTinto</p> <p>1500 - 1600</p> <p>Contract negotiations</p> <p>site Society for Incentive Travel Excellence</p> <p>1600 - 1700</p> <p>Panel: Making corporate travel managers love sharing economy</p> <p>airbnb for work sharing economy association singapore</p> <p>BLACKLANE YOUR PROFESSIONAL DRIVER</p> <p>MetroResidences</p>	<p>1000 - 1100</p> <p>Keynote Panel: The future of distribution</p> <p>KAYAK</p> <p>hotelbeds GROUP</p> <p>skyscanner</p> <p>TRIPTEASE</p> <p>1100 - 1130</p> <p>OTA vs. OTP: Understanding how Chinese OTP Fliggy innovates and disrupts travel</p> <p>飞猪 Fliggy</p> <p>1130 - 1200</p> <p>Future of travel payments: What to invest to make 4X the return?</p> <p>CONFERMA corporate travel management</p> <p>FCM TRAVEL SOLUTIONS</p> <p>1200 - 1400</p> <p>Skift @ ITB Asia</p> <p>Skift</p> <p>1400 - 1500</p> <p>Panel: NDC and what it means for the future of travel distribution</p> <p>Sabre</p> <p>1500 - 1700</p> <p>STR workshop</p> <p>str</p>	<p>1030 - 1100</p> <p>The future is blockchain and why you need to care</p> <p>TRAVELKOLIN a payment and rewards platform for travel</p> <p>1100 - 1130</p> <p>Conference session by Insky Solutions</p> <p>InSky SOLUTIONS</p> <p>1130 - 1200</p> <p>Conference session by DCS Plus</p> <p>dcst TRAVEL TECHNOLOGY</p> <p>1300 - 1330</p> <p>Do less waiting: Delighting guests with biometrics-empowered check-in experience</p> <p>GTRIIP</p> <p>1400 - 1430</p> <p>Conference session by wbe.travel</p> <p>wbe.travel Software for Travel Industry</p> <p>1430 - 1600</p> <p>Conference session by Innovel Travel Tech</p> <p>InnoVel YOUR ACCESS TO TRAVEL TECH</p> <p>1600-1630</p> <p>Artificial Intelligence in photography: Helping attract more tourists</p> <p>SKYLUM software</p>	<p>1030 - 1130</p> <p>Blogger's Panel</p> <p>PROFESSIONAL TRAVEL BLOGGERS ASSOCIATION</p> <p>1130 - 1400</p> <p>The Wellness Forum by WTS International, featuring:</p> <p>Panel: The future of wellness travel and how to gain a competitive edge within the booming sector</p> <p>WTS INTERNATIONAL amatarara WELLNESS RESORT</p> <p>fitcorpglobal</p> <p>WHITE SEA CONNECTORS</p> <p>1500 - 1530</p> <p>The role of programmatic in travel ads and bookings</p> <p>art of click</p> <p>1530 - 1600</p> <p>May we have your attention! How storytelling can help travel brands cut through the noise</p> <p>Opily</p> <p>1600 - 1630</p> <p>Traveller trends: Turning insights into action</p> <p>expedia group media solutions</p> <p>1630 - 1700</p> <p>Tourism in the age of Smart Cities</p> <p>FROST & SULLIVAN</p> <p>1700 - 1730</p> <p>Conference session by KAYAK</p> <p>KAYAK</p>	<p>1030 - 1100</p> <p>Muslim family friendly destinations</p> <p>1100 - 1130</p> <p>Developing Muslim-friendly travel packages</p> <p>1130 - 1200</p> <p>India Destination Showcase: How to win over millions of Muslim visitors</p> <p>1200 - 1230</p> <p>Malaysia Destination Showcase: Targeting \$126 billion Muslim tourism market with cultural changes</p> <p>1230 - 1300</p> <p>Thailand Destination Showcase: Opportunities to woo Muslim travelers</p> <p>1300 - 1330</p> <p>Becoming a Halal tourism mecca</p> <p>1330 - 1400</p> <p>Ramadan or not, how to have your Muslim travelers flocking to your destinations throughout the year</p> <p>1400 - 1430</p> <p>Addressing Muslim traveler's anxieties</p> <p>1430 - 1500</p> <p>Technology landscape in targeting the Muslim travellers</p> <p>1500 - 1530</p> <p>Muslim travel bloggers</p> <p>1530 - 1600</p> <p>Marketing to Muslim Travellers - Destinations & Suppliers</p>

2018 CONFERENCE PROGRAMME. AN OVERVIEW.

DAY 3, FRIDAY, 19 OCTOBER 2018

Level 3 Ignite Rooms @ Begonia

1400 - 1700
Future Leaders 2018
Begonia Ballroom



Basement 2 MICE & Corporate Hub

MICE & CORPORATE DAY

Content Highlights:

Designing the future of events with voice AI

Panel: The impact of sharing economy on hotels: What makes a winning strategy in a noisy world?

Why hotel loyalty programme needs to be sexy

Panel: Virtual payments for hotels: How to create seamless transactions

Corporate travel: Completely digital

Basement 2 Knowledge Theatre

1000 - 1100

China Keynote Panel: Seizing the golden opportunity: How Chinese travelers are changing the world and how to win them over



Thomas Cook
途家

1100 - 1130

Luxury Travel Forum

DESTINATION
Elite

Basement 2 Travel & Tech Hub

Content Highlights:

Innovations in digital consumer age

Data & AI, and machine learning: What they mean for travel

The ever-connected travellers: Predicting how technologies will change travellers' behaviours

Meet the virtual human at the front desk

Is voice the future?

Basement 2 Presentation Hub

1030 - 1130

Destination Marketing Showcase
Panel: Make bookings big online



1130 - 1330

Cruise Session



1330 - 1400

How AI will impact influencer marketing



1530 - 1630

Blogger's Panel



Basement 2 Muslim Travel Hub

1030 - 1100

Business travel for Muslims

1100 - 1130

How destinations and businesses can cater to the Muslim market

1130 - 1300

Halal in Travel



1300 - 1330

A Muslim-friendly travel guide

1330 - 1400

The real Muslim travel niche

1400 - 1430

Happy trails with halal travel apps

1430 - 1500

Muslim consumer market

Have you got big ideas or insights on what will change the way people travel, meet and do business? A success story you can't wait to share?

Regardless of whether you've taken to the stage dozens of times before, or if you've always wondered whether you could keep a room full of your peers enthralled, this could be your chance.



Apply to be a speaker.
Write to us at:
phu.nguyen@messe-berlin.asia

2018 SPEAKERS

and more...

OPENING KEYNOTE SPEAKERS



Nikhilesh Ponde
Global Head of Travel
Strategy, **Facebook**



Xing Xiong
CEO, **Trip.com**



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

MICE & CORPORATE HUB



Alvan Yong
Regional Lead for Airbnb
for Work, **Airbnb**



Anna Ratala
Head of Slush
Singapore, **Slush**



Ciaran Delaney
CEO, **MeetingsBooker**



El Kwang
CEO, **Biz Events Asia**



Hamish Wang
Travel Manager, **Apple Inc**



Jim Tan
President, **Sharing Economy Association of Singapore**



Joewin Tan
CEO, **Huone Singapore**



Joonas Ahola
Founder & CEO,
MeetingPackage.com



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



Manish Raj
Co-Founder & Chief
Business Officer, **Tripeur**



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



Swami Sekar
CEO, **Winimy.Ai**

TRAVEL & TECH HUB



Abhineet Kaul
Senior Director, Consulting, Public
Sector & Government Practice,
Frost & Sullivan



Benny Ho
Senior Director, **Tencent**



Bjorn Harvold
CEO & Co-Founder,
Travelkoin



Eric Gnock Fah
COO & Co-Founder,
Klook



Ender Shutao Jiang
Founder, **Hiverlab**



Koen D'Hoore
Head of Sales,
Hotelchamp



Kong Ho Chua
Technology Editor, Editorial Department,
South China Morning Post



Maxim Thaw Tint,
Founder & CEO, **GTRIIP**



Raj Das
Vice President of Global
Sales, **DCS Plus**



Sahba Saint-Claire
Co-Founder & CEO,
Touché



Savsunenko Oleksandr
Head of AI Lab, **Skylum Software**



Tien Nguyen
CTO, **Wego**



Tushar Khandelwal
COO & Co-Founder,
Voyagin



Vetri Mayandi
Senior Vice President of Sales
& Partnerships, **GTRIIP**



Have insights to share?
Apply to be a speaker!
Write to us at
phu.nguyen@messe-berlin.asia

2018 SPEAKERS

and more...

KNOWLEDGE THEATRE



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



Amy Wei
Vice President, APAC,
KAYAK



Andrew Hughes
Regional Director of
Sourcing, **Hotelbeds**



Carolyn Kremins
President, **Skift**



Changle Yang
COO, **Tujia**



Charlie Osmond
Founder & Chief Tease,
Triptease



Chris Foster
President, Asia, **Y&R**



Clay Springer
President, **The Rossch**
Group and **RosschTech**



David McKillips
President of Six Flags
Development Company,
Six Flags



Eugene Tan
GM, **Corporate Travel**
Management (CTM)
Singapore



Evgeny Tchegotarev
Founder, **500px** & VP
Growth Asia, **Skylum**



Filip Filipov
Vice President of
Product, **Skyscanner**



Geoff Meyer
Managing Director,
IRONMAN Asia



Mark Greedy
CEO & Founder of
DestinationElite



Mark Meehan
Managing Director - Asia
Pacific, **Travelport**



Rafat Ali
CEO & Founder, **Skift**



Sumesh Patel
President - Asia Pacific,
SITA



Troy Liu
Founder & CEO, **Mileslife**



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

PRESENTATION HUB



Abhishek Jain
VP - International Operations, MD, SEA & Senior Director, Business
Development, APAC, **WTS International**



Arvinder Gujral
Head of Strategy, **FRED**
& **FARID**



Colin Nagy
Head of Industry, **Travel**
APAC, **Google**



Frank Sliwka
COO, Asia, **ESL Gaming**



Hermione Joye
Head of Industry, **Travel**
APAC, **Google**



Kathryn Moore
Founder & MD, **Spa**
Connectors



Kris Naudts
Founder & CEO, **The**
Cultural Trip



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



Taro Amornched
CEO & Co-Founder,
TakeMeTour



Tim Jones
VP, Travel for National Geographic
Partners, Asia Pacific & Middle
East, **National Geographic**

SESSIONS YOU DON'T WANT TO MISS

OPENING KEYNOTE



Nikhilesh Ponde
Global Head of Travel Strategy,
Facebook

DAY ONE OPENING KEYNOTE

What will shake and change the way people travel, meet and do business

17 October 2018, 0900 - 1020, Begonia Ballroom

OTHER KEYNOTE SESSIONS

Keynote Panel: The future of travel distribution

18 October 2018, 1000 - 1100, Knowledge Theatre

China Keynote Panel: Seizing the golden opportunity: How Chinese travelers are changing the world and how to win them over

19 October 2018, 1000 - 1100, Knowledge Theatre



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



Xing Xiong
CEO, Trip.com



HEAR FROM THE C-SUITE

17 October 2018, 1000 - 1300, Knowledge Theatre

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

500PX

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MEITUAN TRAVEL

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Incentive
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Six Flags
INTERNATIONAL

Thomas Cook

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Y&R

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MICE & CORPORATE SPEED NETWORKING

The key to meeting the right people for your business.

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



RESERVE A TABLE

WITH US AT USD 700+

WHAT IS IT

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

Potentially meet up to 30 buyers!

Email our team at
joyce.wang@messe-berlin.asia to
reserve a table!

HOW IT WORKS

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

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

A SNEAK PEEK OF OUR BUYERS...

- Abbey Miceindo
- American Express Meetings & Events
- Cox & Kings Limited
- CTS MICE SERVICE CO., LTD
- George P. Johnson
- HelmsBriscoe
- Nu Skin Enterprises
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- International Conference Service
- L.L.C.Guangzhou Branch
- World Federation of Consuls – FICAC
- World Psychiatric Association
- Abbott
- Accenture
- Amazon

- Credit Suisse AG
- Dell Global Business Centre
- DuPont
- eBay Inc.
- Edding Pharm
- Huawei Technologies Co., LTD
- Kerry Asia Pacific
- KPMG
- L'Oreal

- Nestle
- Nissan Europe
- Prudential Life Assurance
- SANOFI
- Tencent
- THE HERSHEY COMPANY
- Vihaan Group of Companies
- Wipro Limited

2018 BUYERS PROGRAMME PARTNERS



2018 OFFICIAL & PREFERRED HOTELS





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ITB Asia 2018

17 - 19 OCTOBER 2018

SANDS EXPO CONVENTION CENTER B2 (HALLS D-F)

Legends:



Café



Badge Printing
Counter



Prayer
Room



Badge/Lanyard
Collection



Raffle
Draw



Wi-Fi Zone



MICE & Corporate
Speed Networking



Mobile Charging
Kiosk



Washrooms



Relaxation
Hub



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Appointment
Set Printing



Attendees
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Keynote Sessions
on 18-19 October

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Opening Keynote
Session on
17 October

LEVEL 3

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