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ASIA

Asia's Leading
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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**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?



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 Conference sessions by ACTE Begonia Ballroom</p>  <p>1000 - 1300 Conference sessions by CrescentRating Begonia Ballroom</p> 	<p>CORPORATE DAY</p> <p>1030 - 1200 Conference session by UNICEO</p>  <p>1200 - 1300 Conference session by Troovo</p>  <p>1300 - 1330 One-stop-shop for corporate travel: How AI & ML are enhancing the traveler's experience and bringing ease to travel management processes</p>  <p>1330 - 1400 Rising trend among urban Indians: Mixing business and leisure travel</p>  <p>1400 - 1500 Panel: The future is bright, the future is Bleisure: How corporate travel managers can keep up with the trends</p>   <p>1500 - 1600 Contract negotiations</p>  <p>1600 - 1700 Panel: Making corporate travel managers love sharing economy</p>   	<p>1000 - 1100 Keynote Panel: The future of distribution</p>    <p>TRIPTEASE</p> <p>1100 - 1130 OTA vs. OTP: Understanding how Chinese OTP Fliggy innovates and disrupts travel</p>  <p>1130 - 1200 Future of travel payments: What to invest to make 4X the return?</p>  <p>1200 - 1400 Skift @ ITB Asia</p>  <p>1400 - 1500 Panel: NDC and what it means for the future of travel distribution</p>  <p>1500 - 1700 STR workshop</p> 	<p>1030 - 1100 The future is blockchain and why you need to care</p>  <p>TRAVELKOIN a payment and rewards platform for travel</p> <p>1100 - 1130 Conference session by Insky Solutions</p>  <p>1130 - 1200 Conference session by DCS Plus</p>  <p>1300 - 1330 Do less waiting: Delighting guests with biometrics-empowered check-in experience</p>  <p>1400 - 1430 Conference session by wbe.travel</p>  <p>1430 - 1600 Conference session by Innovel Travel Tech</p>  <p>1600-1630 Artificial Intelligence in photography: Helping attract more tourists</p> 	<p>1030 - 1130 Blogger's Panel</p>  <p>1130 - 1400 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>1500 - 1530 The role of programmatic in travel ads and bookings</p>  <p>1530 - 1600 May we have your attention! How storytelling can help travel brands cut through the noise</p>  <p>1600 - 1630 Traveller trends: Turning insights into action</p>  <p>1630 - 1700 Tourism in the age of Smart Cities</p>  <p>1700 - 1730 Conference session by KAYAK</p> 	<p>1030 - 1100 Muslim family friendly destinations</p> <p>1100 - 1130 Developing Muslim-friendly travel packages</p> <p>1130 - 1200 India Destination Showcase: How to win over millions of Muslim visitors</p> <p>1200 - 1230 Malaysia Destination Showcase: Targeting \$126 billion Muslim tourism market with cultural changes</p> <p>1230 - 1300 Thailand Destination Showcase: Opportunities to woo Muslim travelers</p> <p>1300 - 1330 Becoming a Halal tourism mecca</p> <p>1330 - 1400 Ramadan or not, how to have your Muslim travelers flocking to your destinations throughout the year</p> <p>1400 - 1430 Addressing Muslim traveler's anxieties</p> <p>1430 - 1500 Technology landscape in targeting the Muslim travellers</p> <p>1500 - 1530 Muslim travel bloggers</p> <p>1530 - 1600 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

tujia 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, Tuja



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 Tchebotarev
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 Strategy, FRED
& FARID



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, Amalara
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:



and many more...





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!

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.

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

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
- TUI
- UMICE (Beijing)

- 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



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ITB Asia 2018

17 - 19 OCTOBER 2018

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Legends:



Keynote Sessions
on 18-19 October

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Opening Keynote
Session on
17 October

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