

Speakers' Profile



Arnold T. Gonzales

Acting Deputy Chief Operating Officer for Marketing and Promotions, Tourism Promotions Board, Philippines

Arnold T. Gonzales's career in tourism spans over thirty years. He began his government service as a Market Specialist at the Travel Trade Sales of the Philippine Convention and Visitors Corporation. He then went on to specialize in on-site marketing and promotions as Public Relations Officer III assigned at the Department of Tourism Office in Paris, France. He later transferred to the DOT Office in Frankfurt, Germany as Market Specialist III to work side by side with the Tourism Attaché in the supervision and management of the DOT field office.

Over all, he spent 18 years overseas before heading back to the DOT Head Office in Manila to be part of its Market Development Group as Senior Tourism Operations Officer. As such, he facilitated in the conduct of market and product research and planning and was part of the organization and implementation of different marketing programs/special projects of the Group.

After being with the Mother Agency, he then transferred to its attached agency, the Tourism Promotions Board (TPB), to head its Media Relations and Communications Division. He was tasked to direct and supervise its operations and workflow in developing and executing the media and communications plans of the Corporation.

He later on became the Officer-in-Charge of the Corporation's Domestic Promotions Department responsible for the direction and monitoring of implementation of the TPB's domestic promotions projects and activities.

After the hard works and assistance in the over-all implementation of the TPB's programs and advocacies, he was selected by the Board of Directors to act as the Officer-in-Charge of the TPB from May to September 2018.

At present, he is Acting Deputy COO to lead the TPB in marketing and promoting the Philippines internationally and domestically as a premier tourist and MICE destination adhering to the realization of a transparent and corrupt-free government agency.



Benson Tang

Executive Director, Corporate Travel Community (CTC)

Benson’s remarkable career in travel started more than 25 years ago. For over a decade he oversaw Goldman Sachs’ Asian travel program as Executive Director, before being appointed Regional Director Asia for the Association of Corporate Travel Executives (ACTE). Benson joined the Corporate Travel Community in April 2019. His extensive knowledge of the corporate travel sector has made him a sought-after speaker, lecturer and thought leader in the Asia-Pacific region. Benson has a vast network of industry contacts and is passionate about knowledge sharing and best practice. He thrives on the creation of innovative tools and solutions that enable peers and stakeholders to excel in their roles. He graduated with Doctor of Hotel and Tourism Management in his alma mater – The School of Hotel and Tourism Management of The Hong Kong Polytechnic University in 2018 where he earlier obtained his First class Honours degree in B.A. (Hons) Tourism Management.



Carina Bauer

Chief Executive Officer, IMEX Group

Carina Bauer is CEO of the IMEX Group, having joined the business as part of the original launch team for the first ever show, IMEX Frankfurt. Throughout her career, Carina has been an active member of the meetings industry. She was Chair of the Marketing Committee for MPI’s European Meetings & Events Conference, London (2008), has served on the Board of the MPI UK Chapter, the MPI International Multicultural Committee and on PCMA’s Global and Advocacy Taskforces.

Carina is also currently President of the SITE Foundation and serves on the AEO Council.



Choe Peng Sum
Chief Executive Officer, Pan Pacific Hotels Group

Mr Choe Peng Sum is Chief Executive Officer of Pan Pacific Hotels Group, a member of Singapore-listed UOL Group, one of Asia's most established hotel and property companies. He oversees nearly 50 properties with more than 15,000 keys across 30 cities in Asia-Pacific, Europe and North America.

Mr Choe has more than 33 years' experience in the hospitality industry managing and developing hotels and serviced apartments worldwide, and was formerly the Chief Executive Officer of Frasers Hospitality International Ltd. During his 22-year tenure, he grew the portfolio from two properties in Singapore in 1998 to more than 140 properties across more 76 cities worldwide. His last appointment was Senior Advisor to Frasers Property Limited.

As CEO of Pan Pacific Hotels Group, Mr Choe is responsible for the expansion of the Group's hotels and serviced apartments under its Pan Pacific, PARKROYAL COLLECTION and PARKROYAL brands. He is in charge of their performance, operations, marketing and brand standards, as well as the business development of the hotels and serviced suites.

Mr Choe started his hospitality career with Westin and subsequently Shangri-La International in 1981, where he was awarded the Shangri-La overseas scholarship. He graduated from Cornell University (Ithaca, New York) with a Bachelor of Science with Distinction. He was awarded the National Dean's List (USA) as well as the Phi Kappa Phi for academic excellence.



El Kwang
CEO, Untangled

El Kwang is the Founder and Chief Explorer of **UNTANGLED**, a business events creative agency and **BEA** - a digital platform that inspires conversations.

With over 20 years of experience working across the hospitality and business event industries, El’s passion is creating an environment for cross-cultural learning.

El’s company has worked with major organisations in Asia Pacific including Gucci Asia Pacific, Accor Asia Pacific and Thailand Convention and Exhibition Bureau. His vision for engaging content development in experiential events has delivered success outcomes in his capacity as the co-chairperson of the SITE Global Conference Bangkok 2019, the chief content strategist for Thailand Incentive & Meeting Exchange 2019 and most recently, the chief experience designer for Asia Business Meet 2019 held in Singapore.

El is currently one of the international board of directors representing the Asia Pacific region for the Society for Incentive Travel Excellence (SITE), a global organisation headquartered in USA, with 3,000 passionate members.



Hosea Andreas Runkat
Vice Chairman for Venue, The Indonesia Convention & Exhibition Bureau (INACEB)

Hosea Andreas Runkat, a familiar face to business event players in Indonesia, from The Indonesian Convention & Exhibition Bureau is also a chairperson of Indonesian Exhibition Companies Association (IECA) or Asperapi for the 2019-2022 period.

Hosea is also the Director of Convention Services in Balai Sidang Jakarta Convention Center.



Ida Bagus Agung Partha Adnyana
Executive Director, Bali Tourism Promotion Board

IB Agung Partha Adnyana has more than 25-year experience in tourism especially for Bali tourism development. He initiates applicable ideas in essential pillars for tourism development, mitigation and recovery. He has developed sustainable business channels in tourism with very positive contribution towards local economy, community and environment. He is now active as Director of Santrian Group (Group of beautiful & elegant Resorts that spans three generations) Seawalker & Bali International Rafting. Before taking the responsibility as the Chairman of Bali Tourism Board for the organization period of 2017-2022, IB Agung Partha Adnyana was the the Chairman of GAHAWISRI (Indonesian Marine Tourism Association).



Jason Yeh
CEO, GIS Group

Jason Yeh is the CEO of GIS Group, 2nd Vice President of International Congress and Convention Association (ICCA). He is now the Honorary President of Taiwan Convention & Exhibition Association. To constantly contribute to the MICE industry, Yeh is a Lecturer at National Taiwan Normal University (Graduate Institute of Translation and Interpretation) and an ambassador of Kaohsiung MICE Alliance. He earned his B.A. in English Language and Literature (1986) and later an M.A. in Tourism (2000) from Chinese Culture University, Taipei, Taiwan.

GIS Group, founded in 1991 by Yeh, provides a list of meeting services including conference management, destination management (corporate event, incentive program, teambuilding and cultural activities), audiovisual and congress technology, language services and venue management. Not only does the company satisfy clients' needs, its professionalism is certified by numbers of international affiliations. The company is a member of International Congress and Convention Association (ICCA), Society for Incentive Travel Excellence (SITE), The International Association of Professional Congress Organisers (IAPCO) and Congress Rental Network (CRN).

It has always been Yeh's mission to help enhancing the meeting industry and to bring more international meetings into Taiwan. In 2016, he released his first book *The Driving Force Behind Destination Marketing*, analyzing the secrets behind destinations bidding for international meetings. In 2017, he brought IAPCO EDGE Seminar to Taiwan for the first time, provided a fruitful educational program for everyone in the Taiwanese industry. With Yeh's great work and active presence in the field, he has been called one of The 25 Most Influential People in the Meetings Industry by *Successful Meetings Magazine* for 2017.



Jeannie Techasiriwan
Special Events Assistant Director, Amway (Thailand) Ltd

Jeannie Techasiriwan is a Special Events Assistant Director of Amway (Thailand) Ltd. Amway (Thailand) Ltd. is an affiliate of Amway Corporation, one of the world's largest multilevel direct selling companies, established in 1959 in Ada, Michigan, USA. Amway has been operating in Thailand over 32 years with a net sales of THB 20,000 Million Baht in 2019.

Jeannie has extensive knowledge of meeting industry more than 20 years, starting her career as a meeting planner with American Institute of Certified Public Accountants (AICPA) in New York City from 2000-2006. In 2006, she moved back to Thailand and continued to work with Thailand Convention & Exhibition Bureau with Meetings & Incentives Department. From 2008 to present, she is the head of Special Events Department of Amway Thailand responsible for incentive trips domestically and internationally.



Karen Bolinger
Managing Director APAC, PCMA

Karen Bolinger is a dynamic and experienced strategist and executive leader in the international events, travel, tourism, and hospitality services sector. She is a connector, innovator and influencer amongst the leading destinations in the world.

Renowned as one of the most dynamic leaders in the Business Events industry, Karen has her own consulting business through which she is the Managing Director APAC of Professional Convention Management Association (PCMA) and Strategic Advisor to Best Cities – a collective of 11 global destinations collaborating to attract and grow business events for their destinations leading to social transformation.

Prior to this she was most recently the CEO of the Melbourne Convention Bureau (MCB) which under her 7.5-year leadership has delivered over \$2.7 billion in economic contribution to the Victorian economy.

A trail blazer in the sector, Karen repositioned Melbourne’s profile as an innovative business events destination by highlighting the cities intellectual capacity and knowledge sectors. As a result of this Karen was awarded by the Tourism Accommodation Association of Victoria (TAA Vic) – Outstanding Contribution 2019 to the Industry by an individual, the first woman to receive this award.

Karen’s contribution to the sector globally was recognised when Karen was awarded the 2018 Joint Meetings Industry Council Unity Award, selected by 10 peak bodies, which recognises individuals who have made significant contributions to the advancement of the Business Events industry globally. In addition, in 2017 Karen was named in Meetings and Convention Magazine as one of the top 25 leading women in business events globally and a finalist in the 2016 CEO Magazine, Hospitality and Tourism Executive of the Year

Karen a graduate of the Australian Institute of Company Director (AICD) has held many board positions and is currently, Chair – Western Health Foundation Victoria and most recently President of the Association of Australian Convention Bureaux, past Chair of Best Cities and ICCA Australia. A Director on the board of Business Events Council of Australia, PCMA’s regional advisory board and the Simpleview Advisory Board.



Karen Yue
Group Editor of TTG Travel Trade Publishing, TTG Asia Media

Karen Yue is the Group Editor of TTG Asia Media’s TTG Travel Trade Publishing business unit, a position that sees her leading a team of almost 20 editors, reporters and correspondents across Asia-Pacific and upholding the editorial quality of the team in the production of a stable of titles including TTG Asia, TTGmice and TTGassociations.

Under her charge, TTGmice features won PATA Gold Awards’ Travel Journalism – Business Article in 2011, 2013, 2014 and 2018. These accolades join TTGmice’s very first PATA Gold Awards’ win in 2009.



Kaye Chon

Dean of School of Hotel and Tourism Management, The Hong Kong Polytechnic University

A former hotel manager and tourism industry consultant, Professor Kaye Chon (Ph.D., CHE, FIH) is Dean and Chair Professor and Walter & Wendy Kwok Family Foundation Professor in International Hospitality Management of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

Dean Chon is a graduate of the University of Maryland (AA), Georgia State University (BSc), University of Nevada, Las Vegas (MSc), and Virginia Tech (Ph.D.).

Dean Chon has published over 200 papers in international journals and professional publications and has authored or edited ten books. One of his co-authored books, *Welcome to Hospitality: An Introduction* has been adopted as a textbook in more than 100 hospitality education programmes world-wide. He is currently the Editor-in-Chief of the *Journal of Travel & Tourism Marketing* and the *Asia Pacific Journal of Tourism Research*.



Mark Briffa

CEO, Air Partner

Mark Briffa is the Chief Executive Officer of Air Partner plc, the global aviation services group, which also includes Baines Simmons Ltd. and Redline Assured Security. Mark began his career with Air Partner as a Commercial Jets broker in 1996 and joined the Board in 2006 as Chief Operating Officer, becoming CEO in 2010. He has more than 30 years' experience in the aviation industry.



Martin Boyle
CEO, IAPCO

In April 2019, Martin joined the International Association of Professional Congress Organisers (IAPCO) as the new CEO where he oversees the strategic management of the not-for-profit membership association whose members managed over 21,400 events in 2019 alone worth a total economic impact value of over 12.8 billion euros.

Martin has a wealth of experience and a strategic vision that has been shaped over decades of working across a number of countries in the events and meetings industry. After university and a successful run as a restaurateur, he launched an event management start-up in Canada in the late 1990's. At the same time, he launched a digital marketing company whose purpose was to take event photography on-line and link event attendees to corporate and charity sponsors' on-line presence (pre-Facebook and twitter!), which he then sold in 2004. For the past 16 years, he has focussed his attention and built his knowledge and experience of corporate, NGO and association conference business as part of an international convention centre team, then as a Professional Conference Organiser (PCO) in the UK and 6 years as the Director of Europe for the partner and government-funded Convention Bureau of Sydney, Australia.

Martin was named as one of the most influential people in the events industry by Eventex in 2019 and is a strong believer that events drive positive societal and economic change.



Nicole Walker
CEO, Arinex

Nicole Walker has a depth of expertise in event management, marketing and production. Nicole has a thorough understanding of the challenges and opportunities in the current environment focused on business model diversification to achieve results. Nicole holds degrees in Event and Business Management with strong leadership qualities that transformed Arinex into a leading DCO (Digital Conference Organisation) in 2020. Nicole ensures award-winning technologies are aligned to achieve strategic client outcomes focusing on developing and utilising quality virtual and digital platforms to optimise delegate satisfaction. Nicole's expertise is highly regarded and she willingly shares her knowledge at speaker engagements in Australia and globally.



Noor Ahmad Hamid
Regional Director Asia Pacific, ICCA

Noor joined the peak body in 2009 and has been successful in strengthening ICCA's footprint as one of the most successful international association within the region. His biggest achievement is making Asia Pacific the largest Chapter in ICCA's global community to more than 300 members.

As the face of ICCA, he has spoken in numerous conferences and training programmes. He is one of the Founding Advisory Board & Ambassador for the ASAE's in Asia Pacific and is the only non-Chinese been inducted to the China's CMIC Hall of Fame. He has also been recognised by the China Council for the Promotion of International Trade as one of the key thought leaders for the China's convention industry.

His goal is to help the region grow.



Pádraic Gilligan
Chief Marketing Officer, SITE

With his business partner Patrick Delaney, Pádraic is currently Managing Partner at SoolNua, a specialist advisory helping destinations, hotels, agencies, associations and venues with marketing, strategy and training for the MICE marketplace. Prior to founding SoolNua, Gilligan was Vice President of Ovation, MCI's global DMC network and Vice President of Industry Relations at MCI. He has served as President of SITE, as a Trustee of the SITE Foundation and on the Hospitality Partners Board of FICP. He blogs at Padraicino and is a regular speaker at industry events. He currently serves as Chief Marketing Officer at SITE.



Raty Ning
Vice President Director, PT Pactoconvex Niagatama

Raty is the Vice President Director of Pacto Convex, an Indonesian Professional Convention Organizer (PCO). Pacto Convex, founded in 1992, is the leading PCO in Indonesia and is one of the global players in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry.

Raty attended International Association of Professional Congress Organisers (IAPCO) conference management training in Switzerland in 2005 to gain an in-depth knowledge in conference management. She is also a Certified Master Management of Conference (CMMC), issued by the Indonesian Profession Certification Institution (LSP) MICE in 2011. She is currently the Chair of the International Congress and Convention Association (ICCA) Indonesia Committee.

She is also a travel enthusiast, particularly to nature and adventure destinations. She has travelled to all seven continents and grown her passion for conservation work through the experience. She serves on the Leadership Council of The Nature Conservancy Indonesia to support the organization's mission of conserving the land and waters on which all life depends. Raty holds a Master's degree in Finance from Kogod School of Business, American University in Washington, DC.



Rizki Handayani

Deputy Minister for Tourism Product and Events, Ministry of Tourism and Creative Economy of the Republic of Indonesia

Rizki Handayani served her career in the Ministry of Tourism and responsible as Deputy Director of Multilateral Cooperation from 2007 to 2012 and then as Director of Promotion for South East Asia from 2015 to February 2018. With her capability and close relations with Indonesian MICE industries, she is now in charge for Deputy Minister for Tourism Product and Events. With the existence of MICE Directorate under her, Indonesia MICE industries are hoped to develop consistently.



Sanjeev Kumar

Vice President Airports and Borders, SITA

Sanjeev leads SITA at Airports & Borders Business & Solutions across Asia Pacific region. In this role, he is responsible for driving SITA business growth, create value for SITA customers, employees and stakeholders in the region.

Sanjeev has more than 25 years of comprehensive background in various areas including consulting, System integration and management experience in the IT & Telecom industry and has a successful track record in Digital Transformation, Software mergers & acquisition and transformation to drive growth across Asia Pacific.

Prior to SITA, held multiple senior positions in sales, consulting practice, business unit P&L management and strategy at HPE and also held various business management and technical positions with Orange Business Services, Dell, Digital Equipment and Infosys.



Tunnasorn Kosanan

Manager, Sales Management Bangkok Metropolitan and Vicinity Department, Thai Airways International PCL

Tunnasorn joined THAI in 1993 as a ticket officer. Throughout her career she was appointed to various important positions including Fast Team (Family Assistance & Support team) under the Commercial Department. Currently, her key responsibilities involve government and corporate sales activities coordinating and working closely with different government organizations and entities in arranging for their business travels both on domestic and international destinations. Tunnasorn is also responsible for air tickets of other airlines of which THAI is a handling agent. She has accumulated experiences on sales management and marketing and has been a great asset of the company.